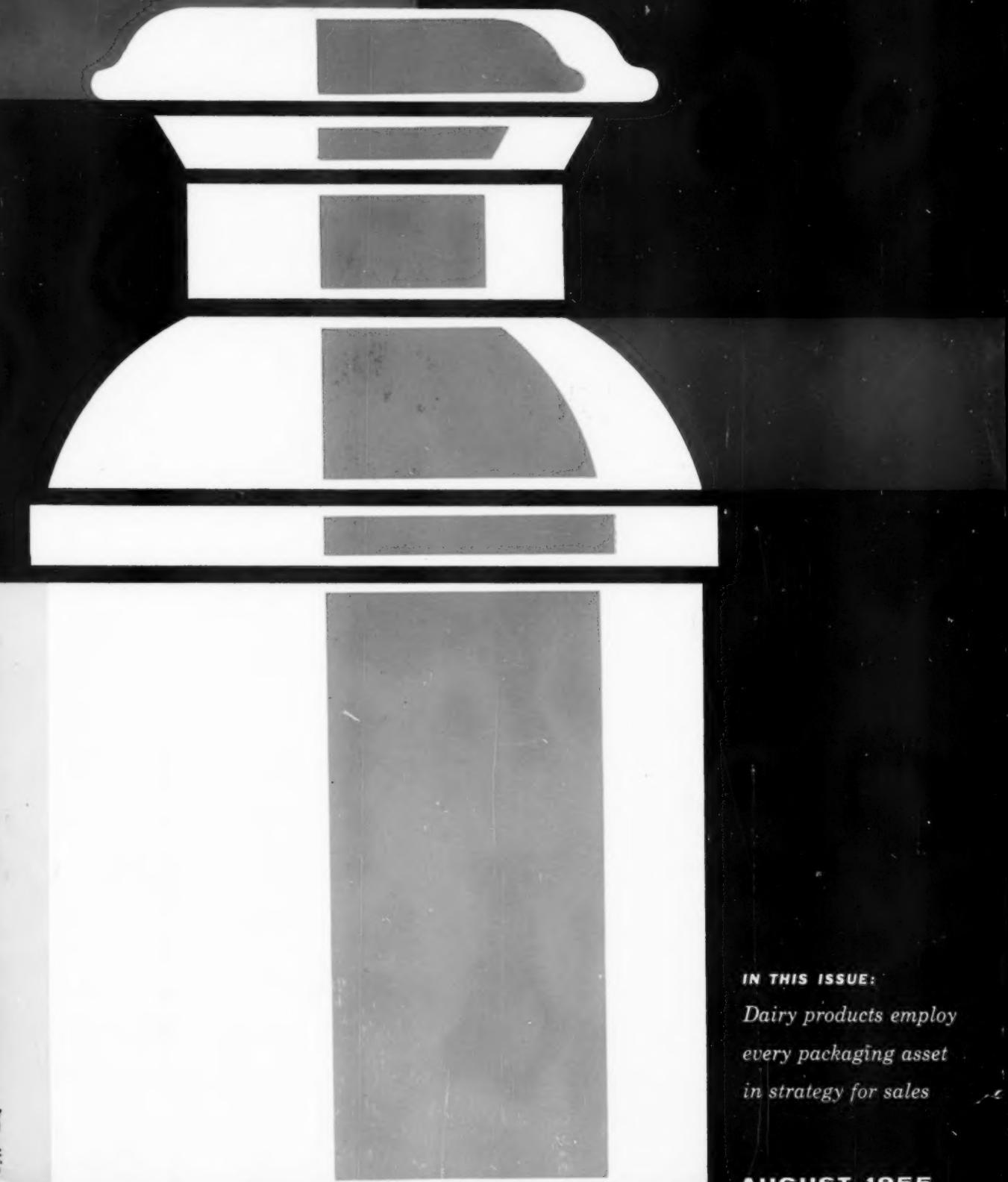


# MODERN PACKAGING



## IN THIS ISSUE:

*Dairy products employ  
every packaging asset  
in strategy for sales*

AUGUST 1955

# ADHESIVES with a challenge!

better ways to meet today's packaging needs

## CASES WITHSTAND SLAMMING



## YET OPEN WITH EASE

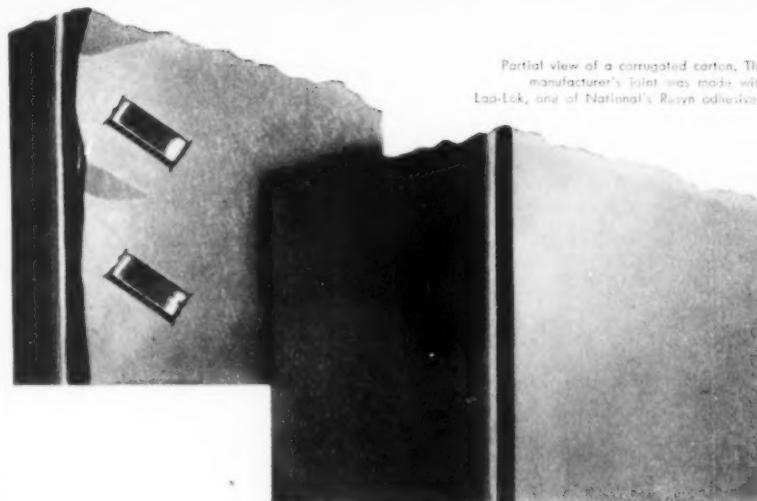
A leading food processor wanted his cartons to look clean and trim even when they were used in self-service markets as carry-home containers. So he tested Soft-Seal, National's top-flap adhesive that makes cartons easy to open, yet safe to ship or store.

A cross-country trial shipment of several hundred cases was made. All arrived in perfect condition—no flap popping. Ten were selected at random and thrown against a concrete floor. The flaps held tight when thrown; still, they opened with only slight finger pressure and without unsightly tearing.

## Faster Adhesion Speeds Corrugating

The high viscosity produced by National's Dura-Bond® speeds the combining of corrugated board. Dura-Bond gelatinizes more quickly than ordinary corn starch at the point of corrugating. Faster tack and adhesion result. Board is firmly bonded, not wet, not starved.

Dura-Bond resists breakdown while being agitated in the circulating system. Viscosity remains constant throughout. Changes in pick-up roll adjustment are unnecessary. Production is faster and uninterrupted.



Partial view of a corrugated carton. The manufacturer's joint was made with Lap-Lok, one of National's Resyn adhesives.

## INVISIBLE GLUING ELIMINATES STAPLING Improves the Appearance of Cartons

Surface-marring staples no longer are needed to make the manufacturer's joint on cases. A smooth, invisible seal is now possible with Lap-Lok, one of National's newest Resyn adhesives. Display cases become neater, better salesmen. Your trademark, advertising message or identifying design can be extended closer to the edge of the case without being broken up by stapling.

### High Bonding Strength

Corner joints made with Lap-Lok hold firm in transit. High bonding strength allows no fractional-inch give to cause breakage or label scuffing. Heat presents no problem either. Lap-Lok withstands a shearing strain of 50 psi at 150° F. Bonds are unaffected by summer boxcar temperatures and containers of food can be packed while still hot.

### No Discoloring Squeeze-Out

Lap-Lok leaves no discoloring squeeze-out. It dries to a transparent film. This white, odorless glue is also efficient to use. No heating or mixing is required. Bonds are quick tacking and fast drying. High hourly outputs are possible in almost any plant.

Lap-Lok is only one of many synthetic Resyn adhesives developed by National. These modern adhesives are simplifying techniques and speeding production in making and sealing a variety of cartons, boxes, bags and tubing. More likely than not they can be of help in your plant. Write for further details.

STARCHES ADHESIVES RESYNS®

NATIONAL STARCH PRODUCTS INC.  
270 Madison Avenue, New York 16, N. Y.

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# Maybe your carton needs this "Midas touch"

## How Gair Package Analysis\* diagnoses cartoning problems

Maybe the "Midas touch" of Gair-Reynolds exclusive gold foil-laminated board is just what the doctor ordered for your carton.

Or maybe not! The white crispness of clay-coated stock . . . the transparency of Plastafoil . . . the extra protection of another Gair carton material might sell your product faster.

Point is, Gair Package Analysis gets rid of the "maybe". This unique service uncovers your basic packaging needs, relates them to your marketing and shipping patterns. Then Gair Creative Engineering studies these facts, comes up with the carton material, the structural and graphic designs, the printing and production techniques that will make your carton a best-seller in today's fast-moving market.

\*Gair Package Analysis is a service designed to blueprint a successful carton for your product. Your nearest Gair representative will be glad to give you the full story. No obligation, naturally.



**GAIR**  
ACM

Creative Engineering in Packaging

ROBERT GAIR COMPANY, INC.  
155 EAST 44TH STREET • NEW YORK 17, N.Y.

FOLDING CARTONS  
SHIPPING CONTAINERS • PAPERBOARD

AUGUST 1955



# MODERN PACKAGING

AUGUST 1955, Vol. 28, No. 12

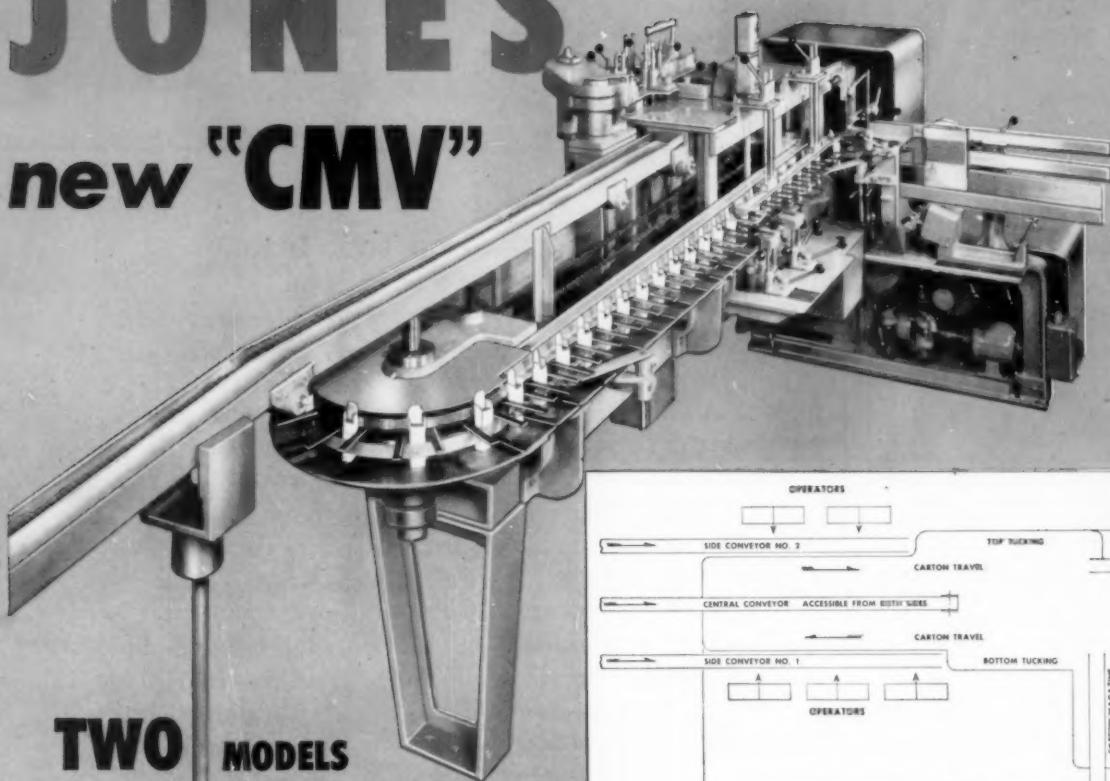
<b>Advertising and the package</b>	<b>69</b>	<b>Parts by the reel</b>	<b>100</b>																																										
What advertising people need to know to carry on their brand-to-brand combat in the marketing arena.		Resistors on pressure-sensitive tape like bullets on a belt feed machines that automatically assemble electronic circuits.																																											
<b>Bar soap in foil: a trend?</b>	<b>74</b>	<b>Carry-home for antennas</b>	<b>104</b>																																										
With five brands now on the market in gleaming metallic wrappers, industry scents a competitive sweep in the making.		Radiion wins display space and snags impulse sales with handle carton that makes awkward "rabbit ears" easy to walk home with.																																											
<b>Designed for the doctor</b>	<b>76</b>	<b>Display Gallery</b>	<b>106</b>																																										
Molded plastics find admirable application in two drug kits; set-up box dramatizes function of a new sedative treatment.		Pole display promotes Saran Wrap . . . pen-set displays . . . help-yourself flashbulbs . . . display-shipper for odd-shaped item.																																											
<b>Gallon-can case loader</b>	<b>78</b>	<b>Cooper's coordinates</b>	<b>108</b>																																										
New end-wise packing effects economies in fibreboard that will pay for DuPont's machine in a year and a half.		A well-planned redesign ties together, under the company name, two trademarks and three lines of men's apparel.																																											
<b>Design Histories</b>	<b>80</b>	<b>Technical</b>																																											
Glenmore's "Captain's Decanter" . . . cans for samples of chemicals . . . half-sleeves for canned meats . . . new popcorn package.		<b>Ink receptivity of polyethylene film</b>	<b>117</b>																																										
<b>Minox wins a place</b>	<b>82</b>	Miniature film for miniature camera was lost at point of sale; well-designed, color-keyed cartons get it display spot.		Method for measuring glue adhesion between films is adapted to give a more accurate index to ink adhesion. By A. F. CHAPMAN.		<b>Fast-moving pipes</b>	<b>84</b>	<b>Insect repellancy in multiwalls</b>	<b>126</b>	Kaywoodie's visibility packaging gives a whole industry an example of merchandising dynamite.		Bags treated with non-toxic pyrenone in surface coating are found completely resistant to insect penetration. By K. A. ARNOLD.		<b>Dairy products</b>	<b>86</b>	<b>Questions and Answers</b>	<b>122</b>	Even the cows feel the speed-up, as improved packaging battles to win for dairy goods an ever larger place in the American diet. A MODERN PACKAGING Industry Survey.		<b>Departments</b>		<b>Automatic meat labels</b>	<b>93</b>	<b>Equipment and materials</b>	<b>124</b>	Grand Union's new pre-packaging scale reduces cost and error by weighing item and printing price ticket for it in one operation.		<b>Plants and people</b>	<b>140</b>	<b>Packaging Pageant</b>	<b>96</b>	<b>For your information</b>	<b>152</b>	Tube with polyethylene captive cap . . . modernized food packages in Honolulu . . . new patented apparel package . . . other ideas of the month.		<b>Manufacturer's literature</b>	<b>157</b>			<b>U. S. patents digest</b>	<b>160</b>			<b>Index to advertisers</b>	<b>200</b>
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\* Reg. U. S. Pat. Off.

# JONES

## new "CMV"



**TWO  
MODELS**

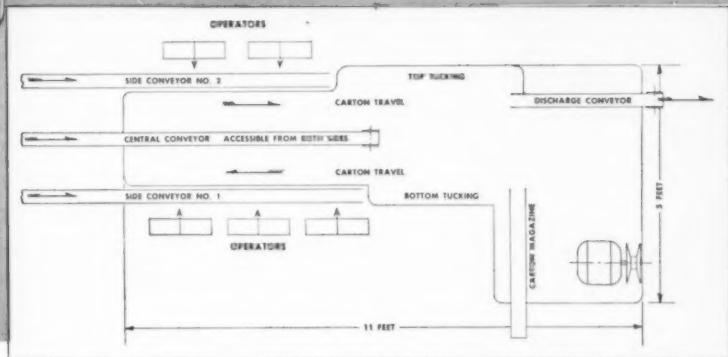
**full range of sizes**

The CMV takes the flat carton (reverse or airplane tuck) from magazine, opens the carton, tucks bottom flaps, conveys the open carton past manual loading stations, tucks top flaps and delivers the loaded carton. The new CMV is fully adjustable within the following ranges:

**MODEL 4** —  $\frac{1}{2} \times \frac{3}{4} \times 2\frac{1}{4}$  inches up to  $3\frac{1}{4} \times 3\frac{1}{4} \times 8$  inches

**MODEL 5** —  $\frac{7}{8} \times 1 \times 2\frac{1}{16}$  inches up to  $4\frac{1}{4} \times 4\frac{1}{4} \times 9$  inches

Change over to different sizes is made in mere minutes — without special tools or skills.



IN THE FOUR YEARS SINCE IT WAS INTRODUCED, the CMV has established an enviable record of versatility, efficiency and reliability. Retaining all the features which have made it the choice of scores of users, the new CMV offers these additional important advantages:

### **More operator space**

By utilizing both sides of the machine, 5 operators may be used for higher speeds with multi-piece loads.

### **Less floor space**

Measuring only 11 x 5 feet, the new CMV may be mounted on casters for ready portability from one line to another.

### **Flexible, straight-line infeed and discharge**

Independently driven conveyors are available for infeed thru center, or along one or both sides of machine. Discharge conveyor can be lengthened to serve as packing belt.

JONES cartoning engineers are always available to help work out the FASTEST, most ECONOMICAL, most DEPENDABLE cartoning production line for YOU.

**R. A. JONES & COMPANY, INC.**

*Cartoning Machines - Soap Presses*

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indexed in *Industrial Arts Index*.

# MODERN PACKAGING

## Is the ad man on your team?

DURING THE RESEARCH that accompanied this month's lead article, "Advertising and the Package," our attention was called to some paragraphs in the new 20th Century Fund report, "America's Needs and Resources," which served only to reinforce our conclusion that the advertising man today has a greater stake than ever in the planning of a package.

These 20th Century Fund reports have been major guideposts for America's economic planning and the present 1,147-page volume, compiled by J. Frederic Dewhurst & Associates, is no exception. It deserves the study of every marketer.

Advertising's function always has been to create the *desire* to buy. But more than that, with the spread of the self-service principle into every line of consumer merchandise, it must now follow through to the *act* of buying. As the report says, "The old-fashioned art of personal salesmanship has been elaborated into modern advertising." In other words, the advertising message must be so clear and so memorably impressed on the reader that there are no questions to ask when that reader finally stands before the shelf and recognizes the package—or, at least, only such questions as the package copy itself will answer.

Advertising does more. It often creates consumer confidence to the degree that the advertised, branded package is accepted *without* question. As the Fund puts it, "The modern supermarket . . . is a technological advance made possible not so much by the simple mechanized devices involved in its operation as by consumer acceptance of standardized factory-packaged products requiring no personal selling."

The prime example, as the book points out, is the sweeping phenomenon of discount-house selling, which has been totally built on known brands, established by national advertising, in the "unopened factory package."

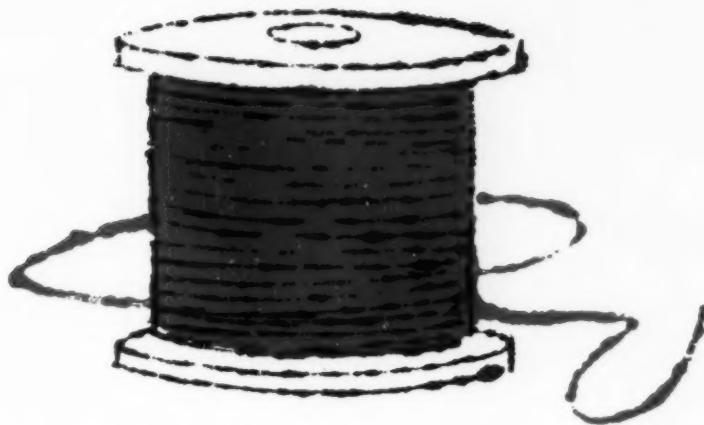
The proportion of the "hard sell" to be delegated to advertising and to the package is, as our article states, a matter of dispute and probably depends largely upon the type of product involved. But the vital necessity today for closest teamwork between advertising and packaging could not be clearer.

*The Editors*



MODERN PACKAGING

**Dobeckmun creates...**



**Zip-Tape® to open up all sorts of things**



**including new markets!**

Zip-Tape is Dobeckmun's ingenious opening device—the cellophane "key" that lets you get at cigarettes, candy and gum without a machete. Zip-Tape is an object of consumer gratitude in every latitude. If you sell packaged goods in pocket-sized packages, specify Zip-Tape to open up those packages and sales opportunities you never even dreamed of may open up, too. For information and samples, get in touch with your nearest Dobeckmun representative, below.



**Dobeckmun Company, Cleveland 1, Ohio • Berkeley 10, Cal. • Wells River & Bennington, Vt.**

Albuquerque • Atlanta • Boston • Charlotte • Chicago • Cincinnati • Dallas • Denver • Detroit • Indianapolis  
Kansas City • Los Angeles • Memphis • Milwaukee • New Orleans • New York • Omaha • Philadelphia • Phoenix • Pittsburgh  
Portland • Richmond • Rochester • Salt Lake City • Seattle • St. Louis • St. Paul • Tampa • Havana • London

# *John Dale* OF ENGLAND

## *for quality containers*

Collapsible tubes, metal  
containers, closures to  
your exact specifica-  
tion—and made with  
p-r-e-c-i-s-i-o-n



### AGENTS IN INDIA

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COMPANY LIMITED,  
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P.O. BOX NUMBER 63,  
CALCUTTA, I.

**JOHN DALE**  
LIMITED

# SENSATIONAL ADVANCEMENT!



If you **PROCESS** or **PACKAGE**



## POLYETHYLENE SHEET and TUBING

to **PROTECT IT!**

**SHOW IT!**

**SELL IT!**

Specify GER-PAK, Gering's **Printable** Polyethylene Film. You can be sure every inch of Sheet and Tubing will be printable . . . as well as odorless, tasteless, non-toxic, heat-sealable and resistant to acids, alkalies and alcohols.

GER-PAK film eliminates the guess-work in your packaging problems . . . saves you Time . . . Money . . . Materials. Costs you NO MORE and GIVES THE MOST for the LEAST EXPENSE.

GER-PAK is the perfect answer to the need for Smart, Colorful, Protective packaging of almost any product, especially yours!



"The Plant Behind The Product"

SERVICE  
QUALITY  
DEPENDABILITY

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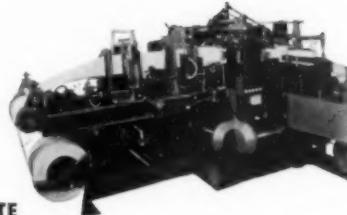
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Products Inc.  
KENILWORTH, N. J.

## PROTECTED BY RIEGEL



MANY PACKAGES OF BORDEN'S  
INSTANT STARLAC USE POUCHPAK<sup>®</sup>,  
A RIEGEL LAMINATE OF SPECIAL POUCH  
PAPER, POLYETHYLENE AND FOIL,  
HEAT-SEAL COATED. <sup>TM</sup>



45 PER MINUTE  
ON PNEUMATIC SCALE  
MODEL 769 MACHINE

Protecting the sales-winning qualities of fine products is only one of the many functions of Riegel papers. Saving money is important, too. Riegel does it for you by creating the right combination of the most efficient packaging materials . . . and by "tailor-making" the paper to run and seal at high speeds on your machines. Tell us what you want paper to do for you. Riegel Paper Corporation, P.O. Box 170, Grand Central Sta., New York 17, N. Y.

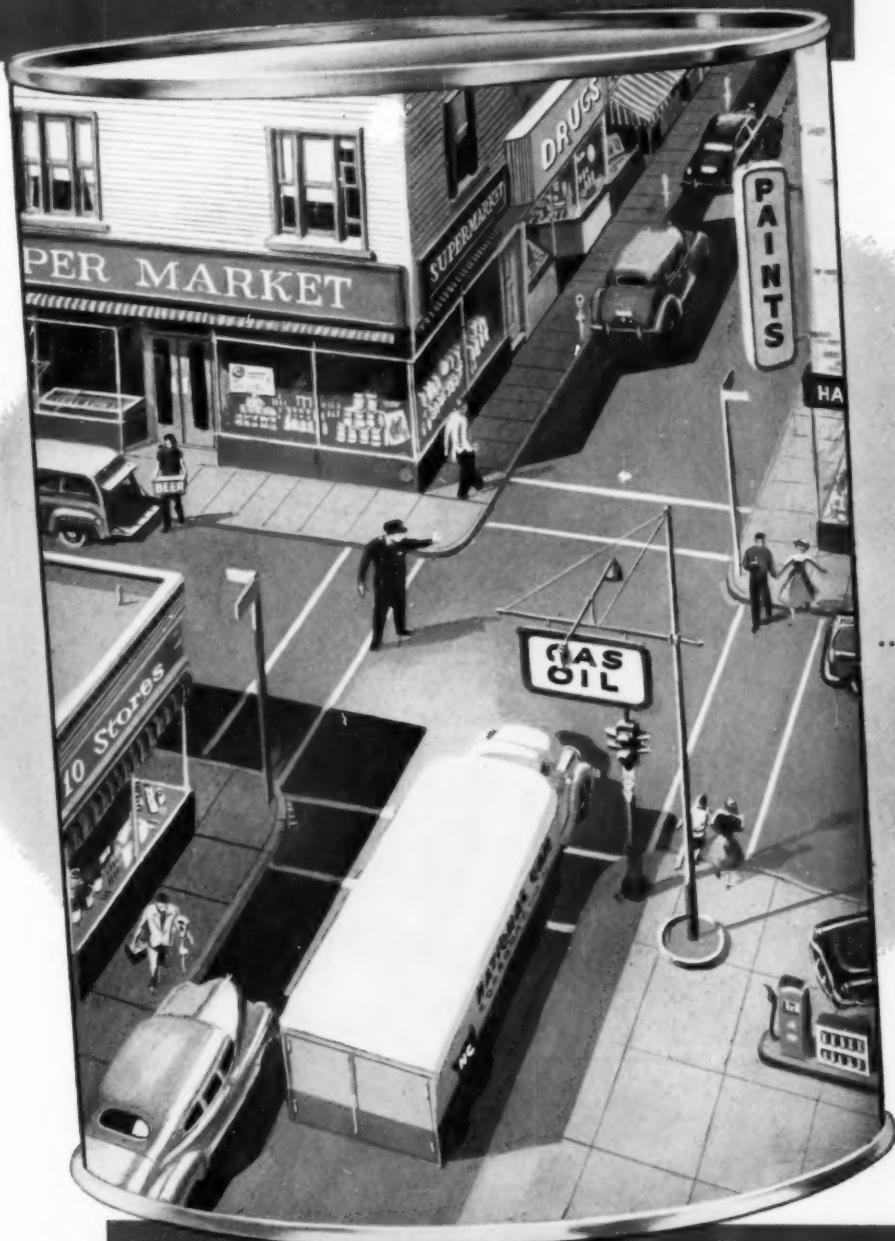
### PROTECTIVE PAPERS FOR PACKAGING

GLASSINES AND GREASEPROOFS  
Plain • Waxed • Printed • Lacquer-Coated • Laminated

# Riegel

# NATIONAL CAN

ON THE MARCH...



...on the road to ever increasing customer service and satisfaction ... part of the new concept of business responsibility at NC.

 **NATIONAL CAN**  
CORPORATION  
Plants At: BALTIMORE, MD. • CHICAGO, ILL. • MASPETH, N.Y.  
CLEVELAND, OHIO • HAMILTON, OHIO and WARREN, OHIO

*The right paper  
makes the label a  
better salesman*



Your label, the vital link between the product and the sale, deserves the best—in design and in the paper on which it appears. Oxford label papers provide *extra* printing accuracy and greater production economies. That is why they are the accepted choice for many of the nation's leading products. Ask your Oxford Merchant to show you outstanding examples.

**TWO VALUABLE AIDS.** (1) *The new OXFORD PAPER SELECTOR CHART* is a time-saving master guide to the right grade for each purpose. (2) *The new OXFORD PAPER COST CALCULATOR* gives the exact cost over 1000 sheets for all common weights and sizes. Ask your nearby Oxford Merchant or write us direct.

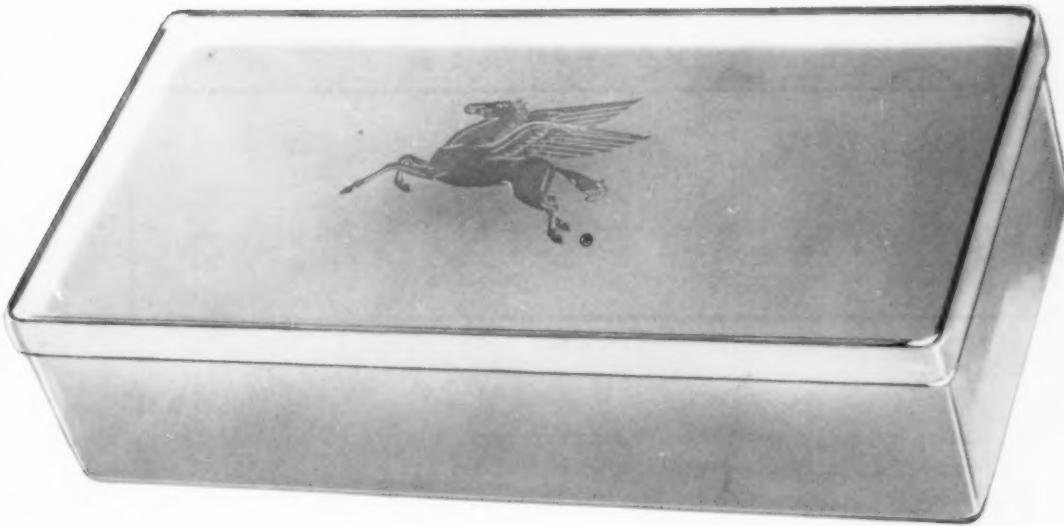
# Oxford Papers

*Help Build Sales*

**OXFORD**  
  
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MILLS AT RUMFORD, MAINE AND WEST CARROLLTON, OHIO

# *The Flying Red Horse* TALKS



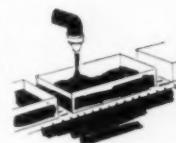
## in **TRI-STATE** rigid plastic boxes

Wax tells a complete story for Socony Mobil Oil Co., Inc. in crystal-clear containers by Tri-State. Right through the transparent rigid plastic, contents reveal their quality, body and color. Customers can sample the texture by slipping the cake of wax right out of the box. Cinch for

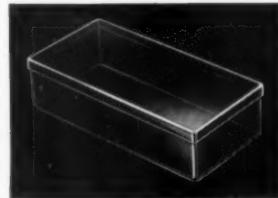


Socony Mobil Oil Co., Inc., too. They pour the molten liquid wax, both microcrystalline

and paraffin types, directly into the containers — and the Tri-State rigid plastic doesn't warp or crack.



What's good for Socony Mobil Oil Co., Inc., and other leading manufacturers, can be good for you, too. Look into Tri-State . . . for the package that lets your product speak for itself. The world will look, listen — and buy.



Tri-State Box No. 82  
3-3/16 x 6-13/16 x 1-5/8"  
From a huge variety of stock  
sizes or we will mold  
large quantities to  
your specifications.

© Socony Mobil Oil Co., Inc.



## LOOK INTO **TRI-STATE SHOW WINDOW PACKAGING**

TRI-STATE PLASTIC MOLDING CO., HENDERSON 6, KENTUCKY



NEW YORK: 12 E. 41st St., MURRAY HILL 3-8743 • CHICAGO: 176 W. Adams St., FRANKLIN 2-5367 • ST. LOUIS: 1089 Francis Place, DELMAR 1089  
DETROIT: 18401 E. Warren Ave., TUXTEDO 5-5500 • SAN FRANCISCO: 1355 Market St., KLONDIKE 2-1963

**Important for a  
Hydro-Active Detergent . . .**



## **REYNOLDS WRAP ALUMINUM PACKAGING**

To be absolutely moisture-proof is the first packaging requirement for Electrasol—new product of Economics Laboratory, Inc., makers of Soilax. Electrasol's hydro-activity must be retained, ready for the moment when the detergent reaches the electric dishwasher.

The best answer to this problem is Reynolds Wrap Aluminum Packaging—clearly identified here by the Seal on the product. Moisture-proof, air-proof and light-proof, this packaging has the extra advantage of flashing color—instant eye-appeal.

For hundreds of kinds of foods, too, moisture is a primary problem—moisture that robs freshness.

Increasingly, the answer is aluminum—and more and more food products carry the Reynolds Wrap Aluminum Packaging Seal. For full information call the nearest Reynolds Sales Office. Or write to **Reynolds Metals Company**, General Sales Office, Louisville 1, Kentucky.

**More and More Shoppers Insist on  
THE REYNOLDS WRAP ALUMINUM PACKAGING SEAL**

Each month a major national magazine carries a full-page, four-color ad on the Seal. Every week on TV, Reynolds Wrap and the Seal are promoted powerfully. Right now stores are featuring a colorful "rainbow" promotion of foil-wrapped foods. SEE REYNOLDS "RAINBOW" PAGE IN AUGUST READER'S DIGEST!



# **REYNOLDS ALUMINUM**

**NEW**

# ELECTRA-SOL

FOR ELECTRIC DISHWASHERS

**NOW**

**STOPS SPOTTING**  
on  
Glasses · Dishes ·  
Silver

**EXCLUSIVE HYDRO-ACTIVE FORMULA**

**ELECTRA-SOL**

NET WT. 1 LB. 8 OZ.

**ELECTRA-**

**SOL**

FOR ELECTRIC  
DISHWASHERS

MAKE THIS  
SIMPLE TEST



HOLD A GLASS WASHED  
WITH NEW ELECTRASOL  
UP TO THE LIGHT. SEE  
HOW IT SPARKLES! NEW  
HYDRO-ACTIVE FORMULA  
STOPS SPOTTING.



NET WT. 1 LB. 8 OZ.

# PRECISION ENGINEERING

There is a number of standards which can be used and compared to assess whether or not presence, the absence and strengths of the different types of evidence and therefore of the different types of the proposed changes using CTV-DT as the basis to assess whether the regulations.



**Atmospheric**—Atmospheric closure of required hydrophones and hydrophone cables, and hydrophone connections of the selected hydrophones, hydrophone cables, and hydrophone connectors. Nothing however complicated! Hydrophones, hydrophone cables, hydrophone connectors, and required hydrophones uniformly suitable in standard low-angle range of 0°-30° (0°-45° for some hydrophones) and standard operating conditions.



Kinetic "Dissipation" of impulse now lies less reasonably. Note the rather odd drive coupling that is an *overdrive* designed that is a *retrograde*, relatively accurate power drive transmission as we go to greater transmission ratios in which power has to be dissipated, while attempting to be the power ratio. While compensated at first glance, there will soon reveal the ability to generate by shifting or staggering gearshift selection.



Adams-Cleary-Off. of "Tele-Ment" at  
regional treatment sites, particularly pro-  
moting education based on the following:  
empowerment, drive towards the total  
goal, Maintenance free peak therapy and  
communication. - Indeed, as predicted  
in our report, and in its own respects, this  
was a major success.

## OXY-DRY THEORY

is to electronically bond micron sized (graded as to size) particles of starch powder to a printed sheet just before it reaches the delivery rack. Each particle holds the printed surface away from the back of the next sheet so as to prevent ink offset, permit drying of ink, and provide "plumb-bob" logging of sheets.

## **OXY-DRY OPERATION**

provides the controllable mechanical method of depositing the minimum amount of the correct powder formula required on the sheet in such a way as to eliminate excess spreading of powder on press equipment and irregular spreading on the sheet. In addition, OXY-DRY removes the static-electricity from sheets so that they jog and handle perfectly without sticking in subsequent production of printing and processing.

**THE ONLY RIGHT INK OFFSET PREVENTION PROCESS**

**OXY-DRY**

OXY-DRY SPRAYER CORPORATION

**NEW YORK • CHICAGO • SAN FRANCISCO**

**320 S. Marshfield Avenue, Dept. MP**

### **Chicago 12, Illinois**



## Not when you use KIMPAK !

New KIMPAK 301 is the practical solution to safe packaging of fragile cosmetic containers. With the ability to absorb liquids up to 16 times its own weight in a matter of seconds, new KIMPAK 301 more than meets Parcel Post regulations. New KIMPAK 301's shock-absorbing characteristic provides positive cushioning protection against these major causes of breakage:

**1. Shock and rough handling.** KIMPAK is a soft, cushioning material that forms an effective shock absorbent barrier against these shipping hazards. It molds itself readily to irregularly

shaped items and eliminates dangerous high and low spots.

**2. Movement within the package.** KIMPAK is absolutely uniform in thickness from end to end and edge to edge. This permits a tight, snug pack with the fragile containers nestled into the KIMPAK to prevent movement.

Breakage is but *one* of the problems encountered in cosmetic packaging. Specify KIMPAK (either decorative white 201 or the new low-cost utility 301) and these problems are solved. For more details concerning KIMPAK, mail coupon below.

### SPECIFY KIMPAK TO SOLVE THESE INTERIOR PACKAGING PROBLEMS :

- Leakage
- Breakage
- Conformability
- Ease of handling
- Appearance
- Cleanliness

Whatever your protective interior packaging requirements, there is a Kimpak specification that does the job... better!

**Kimberly Clark**  
INTERIOR PACKAGING  
**KIMPAK**

KIMBERLY-CLARK CORPORATION  
Neenah, Wisconsin

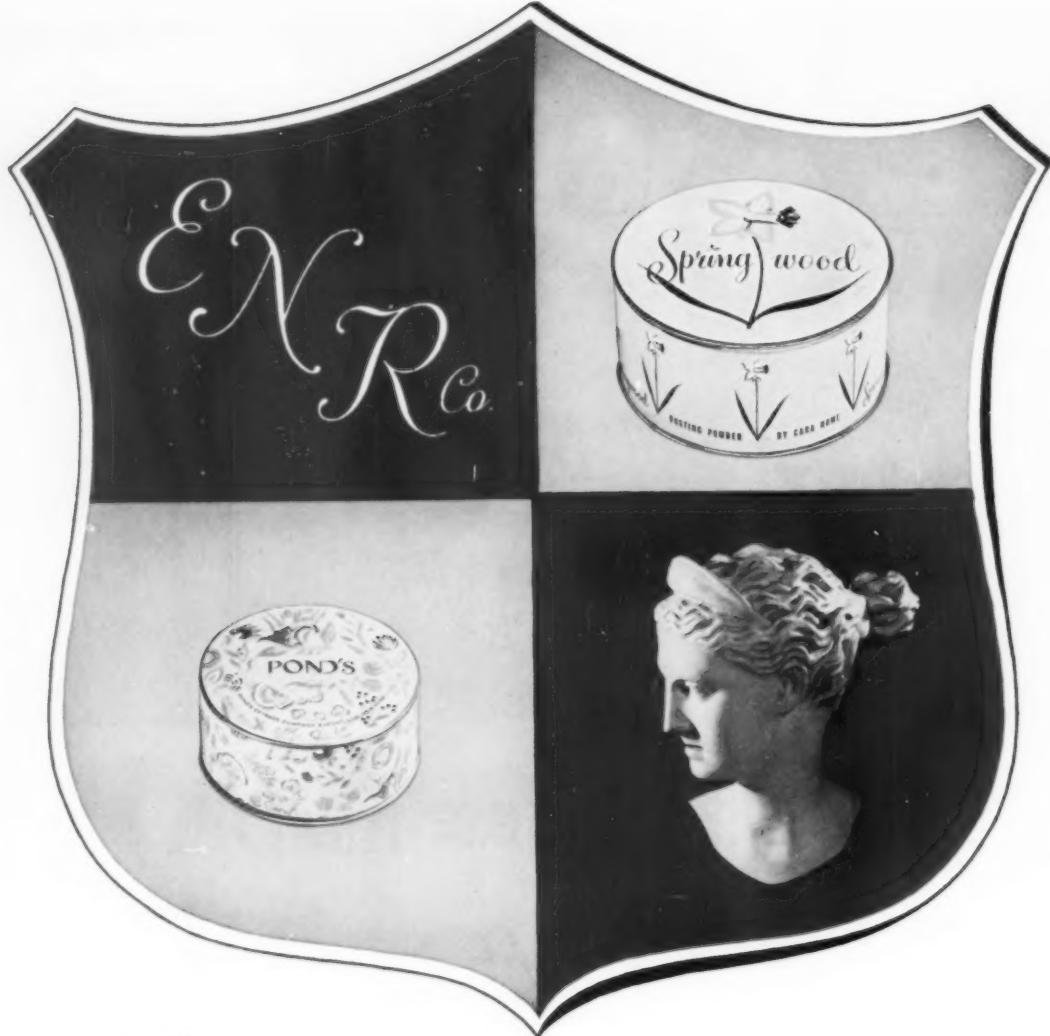
We would like to learn how KIMPAK can provide better protection for our products. Please send complete information.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



*For Quality that's Traditional*

**.... ROWELL BOXES**

Round and square set-up boxes

...the finest materials and construction

*Manufacturers of Fine Paper Boxes*





## **How to stop moisture two ways**

with one packaging film

Is moisture friend or foe of your product? Regardless of whether you want to seal moisture in, or lock it out, there's one packaging film that does both jobs equally well—PLIOFILM.

It keeps *wanted* moisture in—protects naturally moist products like cheese or tobacco—even holds pickles or sauerkraut in brine, without leakage.

It keeps *unwanted* moisture out—keeps powders dry, tablets fresh and spark plugs rust-free.

PLIOFILM solves other tough packaging problems, too. It's strong and tear-resistant, won't split or run. It's greaseproof, doesn't pucker or wrinkle. And its exceptional clarity flatters any product.

What can PLIOFILM do for you? Talk it over with the Goodyear Packaging Engineer. He'll help you design a PLIOFILM package that's tailor-made for your product. Write Goodyear, Packaging Films Dept. H-6418, Akron 16, Ohio.

GOOD THINGS ARE BETTER IN

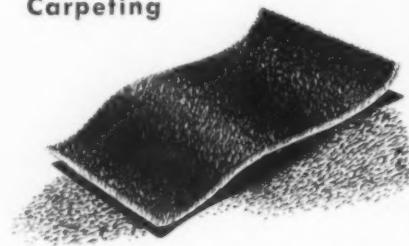
Pliofilm, a rubber hydrochloride—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio



*Pliofilm*  
**GOOD**  **YEAR**  
PACKAGING FILM



### Carpeting



**Flocking** — Natural or synthetic fibres,  $\frac{1}{4}$  to 1 mm. long, cemented to fabric, paper, rubber, plastics, metals, wood, etc. to produce the effect of pile, suede, velvet or plush.

### Desk Top



**Rigid Laminating** — Linoleum, melamine-type or vinyl plastic top-sheeting permanently bonded to steel and wooden desks.

### TV Casing



**Permanent Bonding** — High fashion element introduced to TV units through the laminating of colorful vinyl to metal casing.

### Tarpaulin



**Bonding and Sealing** — Canvas tarp sections positioned for stitching with the aid of cement. Later, stitched area is treated with sealer for waterproofing.

## One Thing in Common... Angier Adhesives

### FOR EVERY INDUSTRY

Latest Developments  
in Adhesives for  
Honeycomb Construction and  
Mylar Film Bonding



Rubber, Latex and  
Resin Cements  
Pressure Sensitive Cements  
Laminants and Sealants  
Tie Coats  
Resin Emulsions

Here you see just a hint of the countless ways Angier Adhesives contribute to the manufacture of U.S. and foreign goods.

Industry has learned to count on Angier for new economy and effectiveness in joining and fastening *all kinds* of materials.

How do adhesives fit into your picture? The answer might prove to be a very profitable surprise. You will never know until you talk to an Angier Products man. May we make an appointment?

*Call or write Dept. B at the nearest Angier Plant for personal attention. We will help you define your problem as well as solve it. Inquiring will not obligate you in any way.*

## Angier Products

120 POTTER STREET, CAMBRIDGE 42, MASS.

Midwestern Plant: Huntington, Indiana

© 1955 Angier Products, Inc.

# COLOR intensifies shelf appeal



and **Krafibre** board comes  
in all the colors of the rainbow!

Whatever your designers select or specify  
... if we don't already make the color,  
we'll match it!

But eye-catching color is only ONE of the "plus" qualities of KRAFIBRE. This remarkable box board is rapidly winning the hearts of America's packagers by providing the 3 big, basic features most wanted in a box board.

KRAFIBRE has great strength and tear resistance (much stronger than chipboard of equal thickness) and costs less than any other type of board of equal strength. Its lightness cuts shipping costs to the bone.

KRAFIBRE is available in natural, white lined and colors and is adaptable to special treatments. It is a product of Columbia Box Board Mills, Inc., one of the largest independent board mills in the east, serving boxmakers, since 1916.

Take a long step toward producing packages with irresistible shelf appeal. Fill in the coupon and we'll send you an intriguing, special sample kit of KRAFIBRE boxes and swatches in various weights and colors, right away. Let KRAFIBRE color stir up some business for you!

(P.S.—All Columbia's grades of board are available in all colors.)



Columbia Box Board Mills, Inc.  
Chatham, N. Y.

Please send me the Krafibre sample kit.

Name \_\_\_\_\_

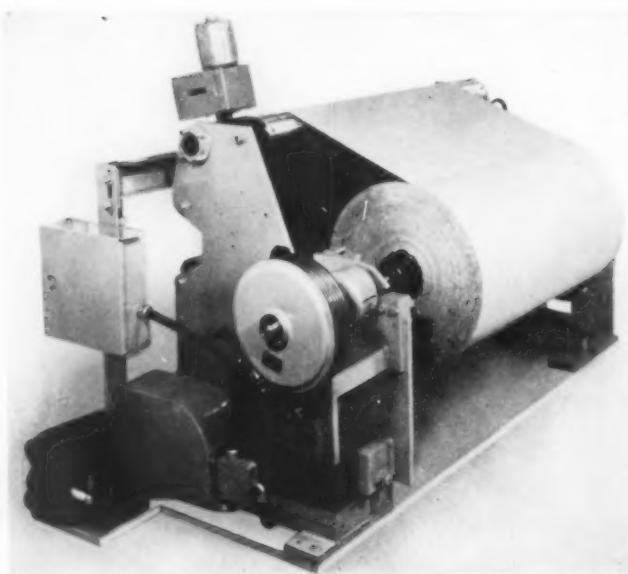
Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

My Boxmaker is \_\_\_\_\_

# A NEW APPROACH TO WEB GUIDING AND TENSION CONTROL



## THE DUSENBERY MODEL 704 AIR-OPERATED UNWIND STAND

Created especially for maximum yield from any mill roll through extreme accuracy in web guiding and close tension control of the web.

For  
USE BEHIND SLITTERS,  
PRINTING PRESSES, LAMINATORS,  
COATERS, AND ANY WEB  
PROCESSING EQUIPMENT

SPEEDS IN EXCESS  
OF 1,000 FPM

The Model 704 incorporates a new unique design for web guiding and tension control. This is accomplished by moving the whole unwind stand, idlers, mill roll, etc. (all moving parts) as one single unit on rollers. This eliminates all linkage and back lash. The Model 704 utilizes the latest development in frictionless bearings and can be moved easily with finger tip pressure. All sliding friction is eliminated . . . nothing rolls like a ball. The new design allows sensitivity of movement never before attained.

As it is used with air brakes, extremely close tension control on the web can be obtained.

### WEB GUIDE TYPES USED

(A) Photocell General Electric, Westinghouse, or other makes. Signal taken from edge of web or printed line. Lateral movements of Model 704 made by reversing variable speed D.C. motor.

(B) Hydraulic or air web guide with signal being taken from edge of web by air jet. Lateral movement of Model 704 is accomplished by use of a hydraulic cylinder.

### TENSION CONTROL MANUAL

Tension on the web is controlled from the operator's position by adjusting an air regulator. The results of this regulation are immediately registered on a gauge and transmitted to the brake.

Web tension can be altered while the mill roll is unwinding at any speed smoothly and surely without losing control.

Once the best range of web tension is obtained for any given width of material or diameter of mill roll, regulator settings can be repeated at any time, eliminating the amount of experience required when operating a spring loaded manual brake.

### TENSION CONTROL AUTOMATIC

The sensing unit continually measures the sheet tension in the web and automatically adjusts the air pressure in the brake to maintain constant tension in the web.

A gauge at the operator's position shows at all times the tension in the web in pounds. Sheet tension can be instantly adjusted by the operator while the machine is running and the results are visually shown on the gauge.

### STANDARD 704

The Model 704 can be equipped with either manual or automatic tension controls.

Up to 72" width . . . specify width desired.

Up to 42" diameter maximum.

Maximum brake torque . . . 8200 inch pounds at 100 PSI.

Maximum heat dissipating capacity of brake 20 HP.

Unwind Shaft Journal Diameter 1 3/16" or 1 15/16".

Can be supplied with square or round mill roll.

Specify sizes desired.

Speeds in excess of 1,000 FPM.

For unwinding applications not covered by the standard 704, please send us mill roll dimensions, speed of web and tension required.

# JOHN DUSENBERY COMPANY, INC.

275 GROVE AVENUE, VERONA, N.J.

Tel: Verona 8-3915

## NATURE GIVES US A HAND

Mother nature has provided us with the largest source of Western long fiber paper pulp from Crown Zellerbach's tree farms.

These long fibers are used exclusively in all our packaging papers to provide the toughest wrappers. Laboratory tests and actual customer use prove that Western Waxed packaging papers have 25-40% higher tear strength than papers which are made from shorter fibers.

These same long fibers are further processed by us to provide maximum softness and pliability.

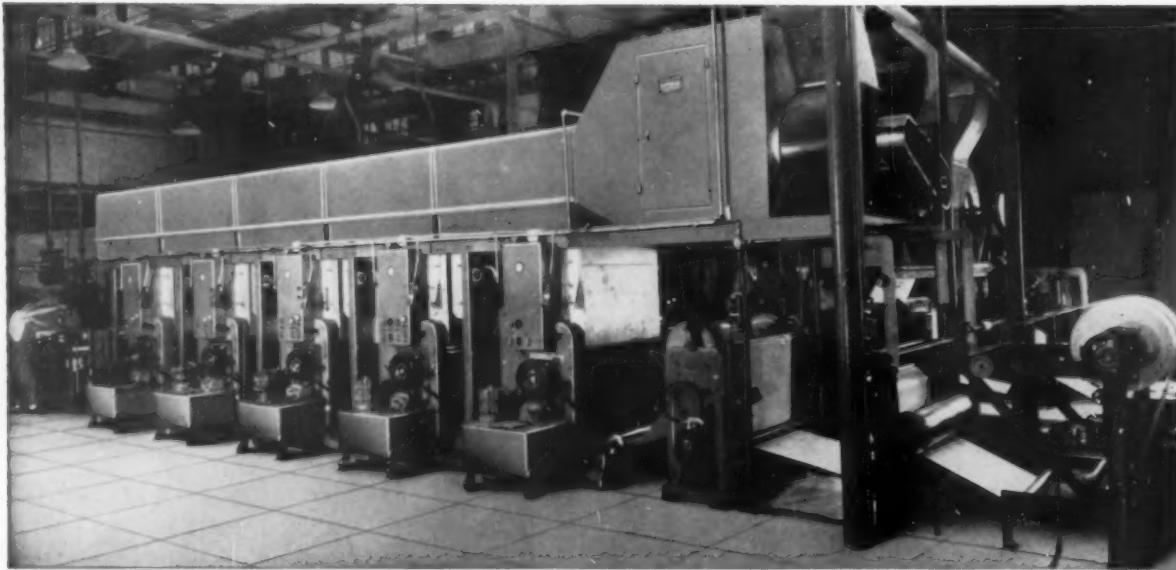
another reason why Western Waxed  
packaging materials are the best

WESTERN WAXED PAPER  
DIVISION CROWN ZELLERBACH CORPORATION



# *Staude "1000"*

## ROTOGRAVURE PRESS



### COMPLETE INLINE EQUIPMENT FOR CARTONS . . . WRAPPERS . . . LABELS

- *Designed to run at 1,000 ft. per min. . . .*
- *Integral assembly for fast changeover . . .*
- *Printing width: 26" to 44" . . .*
- *Circumference: 23" min.; 46" max. . . .*

Heavy duty design . . . exclusive doctor blade mounting for easy accessibility . . . 360° running register . . . frictionless ball bearings used throughout . . . color units on individual bed plates . . . additional units easily added at any time . . . fast makeready changeover time. These are only a few of the features that add up to more profitable volume for your plant. A Staude representative can show you how you can improve plant efficiency with the "1000".



**E. G. Staude MFG. COMPANY, INC.**  
2675 UNIVERSITY AVENUE, ST. PAUL 14, MINNESOTA

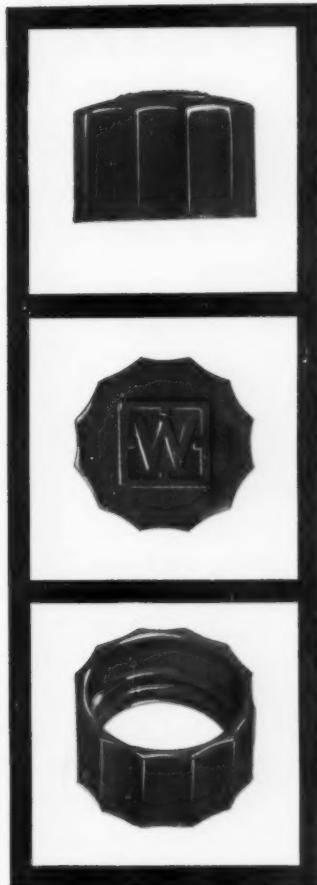
EASTERN OFFICE:  
35 Beechwood Avenue  
Mt. Vernon, New York

EUROPEAN REPRESENTATIVE:  
33 Firs Drive  
Cranford, England

MODERN PACKAGING

*and to cap it all...*

# BEETLE<sup>®</sup> PLASTIC



Caps molded by Van de Weghe Corp., New Haven, Conn.; Scott Plastics and Colt's Mfg. Co., Hartford, Conn.

They're two of the biggest sellers on the market—and both topped off by colorful BEETLE urea plastic!

And what a job BEETLE does for them . . . lends that "spot" of color that makes them standouts on a man's dresser or in the medicine chest . . . gives perfect (and permanent) display to the Williams trade-mark initial, *molded in* . . . protects the product . . . assures highest chemical resistance!

Now, if your product is packed in bottles or jars, isn't it true that the first thing the user touches in applying it is the cap? Then make that touch the good first impression that's a lasting impression . . . cap *your* product with BEETLE!

We'll be glad to demonstrate how BEETLE plastic can meet your needs—write us today.



AMERICAN *Cyanamid company*

PLASTICS & RESINS DIVISION

32C Rockefeller Plaza, New York 20, N. Y.

In Canada: North American Cyanamid Limited, Toronto & Montreal.

# Finicky Caps Fitted automatically...

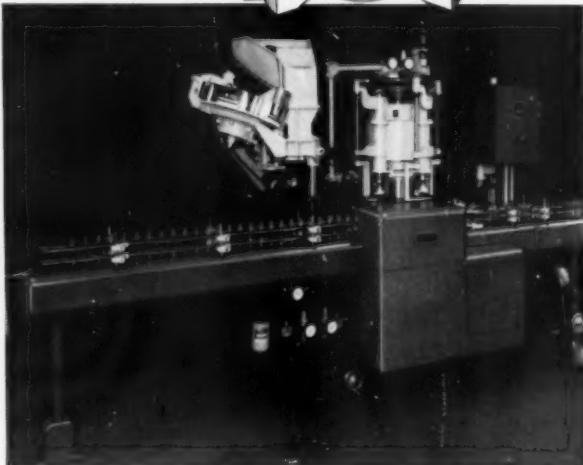
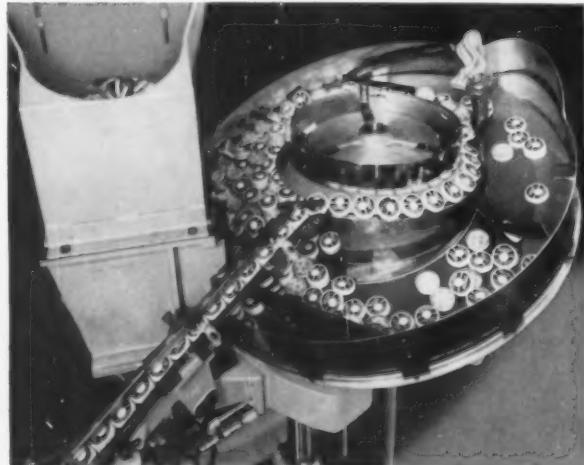
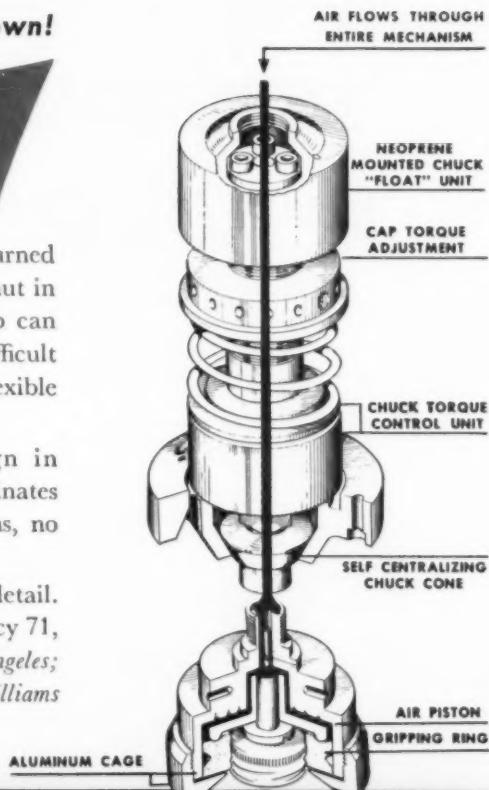
and fed with the gentlest action known!

## PNEUMACAP

Gently "squeezed" and turned by the air activated neoprene doughnut in PNEUMACAP's new air chuck, the most delicate cap can meet no harm. What's more, cap variations and difficult designs are handled in stride with this remarkably flexible chuck. Adjustment is automatic!

Teaming up with advanced cap turning design in PNEUMACAP is the Sterling Cap Feeder which eliminates all "churning" action, delivers caps on call. NO jams, no breakage—no baskets required to catch unused caps.

Write for Bulletin No. 128 and get the story in full detail.  
**PNEUMATIC SCALE CORP., LTD.**, 82 Newport Ave., Quincy 71, Mass. Also: New York; Chicago; Dallas; San Francisco; Los Angeles; Seattle; Leeds, England. Canadian Division: Delamere & Williams Company, Ltd., Toronto.



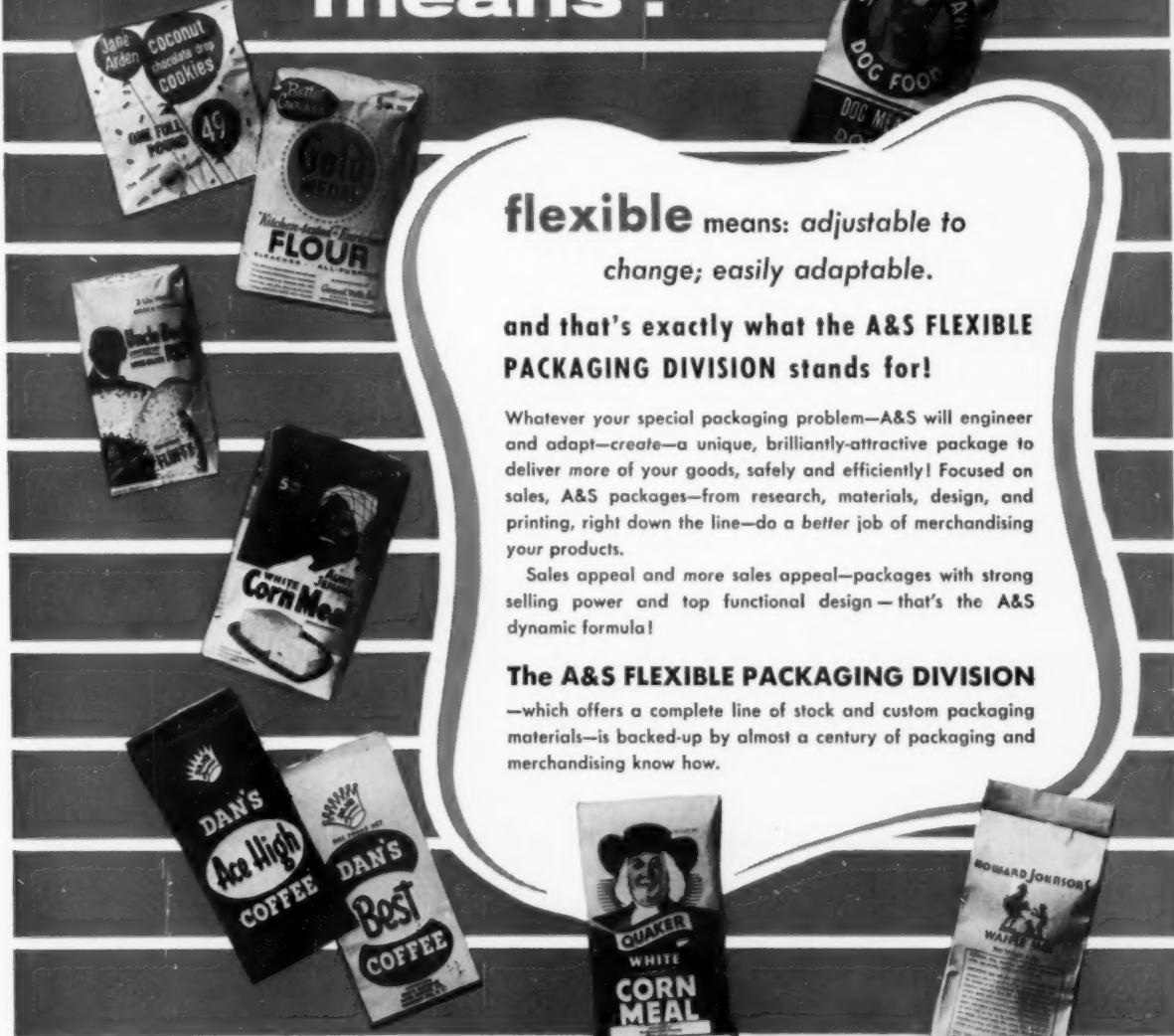
"Sterling Feeder at left handles caps up to 89 millimeter diameter. Another model is available for sizes up to 33 millimeter, as shown on Pneumacap-Four machine pictured above."

**Packaging and Bottling Equipment**





# Do you know what FLEXIBLE PACKAGING means?



**flexible** means: adjustable to change; easily adaptable.

and that's exactly what the A&S FLEXIBLE PACKAGING DIVISION stands for!

Whatever your special packaging problem—A&S will engineer and adapt—create—a unique, brilliantly-attractive package to deliver more of your goods, safely and efficiently! Focused on sales, A&S packages—from research, materials, design, and printing, right down the line—do a better job of merchandising your products.

Sales appeal and more sales appeal—packages with strong selling power and top functional design—that's the A&S dynamic formula!

#### The A&S FLEXIBLE PACKAGING DIVISION

—which offers a complete line of stock and custom packaging materials—is backed-up by almost a century of packaging and merchandising know how.



Let A&S take over your packaging problem today!

FOR ADDITIONAL INFORMATION, WRITE TO ARKELL & SMITHS, PACKAGING DIVISION, CANAJOHARIE, NEW YORK



# ARKELL and SMITHS

EXECUTIVE OFFICES: 500 FIFTH AVENUE, NEW YORK, N. Y.

Manufacturing Plants at:

CANAJOHARIE, N. Y.

WELLSBURG, West Virginia

MOBILE, ALABAMA

HUDSON FALLS, N. Y.

"THE OLDEST NAME IN PAPER BAGS"



Crown's long experience in the science of sealing, its exceptional skill in precision manufacture and its careful maintenance of correct tolerances are your assurance of trouble-free application on your containers. A wide variety of liner materials, many of which are exclusive with Crown; a tremendous store of data on the suitability of various liners for specific products; and unsurpassed Customer Laboratory Service are other reasons why it pays to make Crown your "sealing headquarters."



#### LABORATORY SERVICE

Crown maintains two laboratories. One for research and development, the other as a customer's consulting service. The services of the latter are available without cost to help packers select the closure and liner best suited for their individual products.



Crown Closures give consumers all the protection they expect . . . the kind of convenience they want. These caps are easy to remove . . . easy to replace . . . make a perfect re-seal over and over. In order to help your product sell on the store shelf, Crown's Art Department will assist in creating an attractive, attention-getting design for your closures.



#### DESIGN SERVICE

Customers of Crown may use without cost the services of a comprehensive design service. New designs will be created or adapted from present labels or trademarks.



### CROWN CORK & SEAL COMPANY, INC.

*Closure Sales • Baltimore 3, Maryland  
World's Largest Maker of Metal Closures*





Make  
it a  
point...

**to consider Artcote cover stock**

Available in 7, 10, and 15 point weights . . .  
rich metallic coated gold, silver, and  
copper shades . . . embossed or plain. All  
Artcote cover stock and paper accepts  
four color process, gravure, offset lithography,  
letterpress, silk screen, and flexographic  
printing. Write for samples.

**ARTCOTE**  
®

Available through your paper dealer or from—  
**ARTCOTE PAPERS INC.**  
Irvington, New Jersey

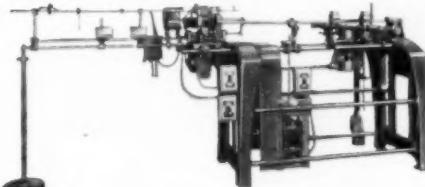


**IT  
ADDS  
UP!**

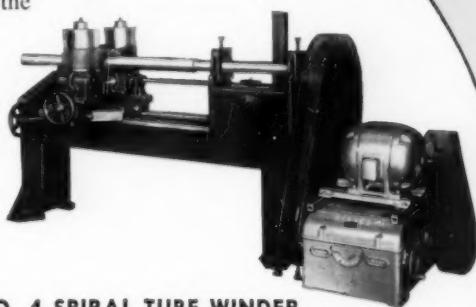
**YOU GET MORE CONTAINERS  
PER \$ WITH PAPER WOUND  
CANS, CORES AND TUBES**

*and better*

Knowlton machines are paying off TWO WAYS for leading manufacturers who have gone "paper-wound" as the most logical way to solve their container cost problem: (1) Paper wound containers not only *cost less* to produce—they offer definite *profit making advantages* to sales, display and shipping. (2) Cost conscious package people know that Knowlton machines are *proven money savers* that up output, last longer and cost less to maintain! Call a Knowlton man and get the complete paper-wound *profit story*.

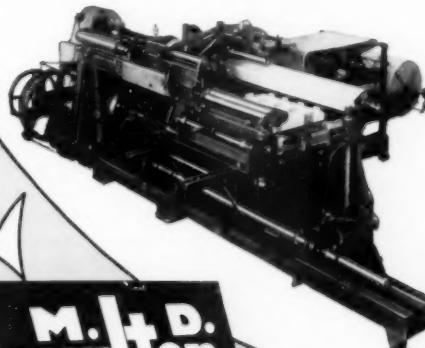


**NO. 77 KNOWLTON SPIRAL TUBE WINDER AND CUT-OFF.** Winds paper tubes from 2 to 5 plies and from  $\frac{1}{4}$ " min. to 1" max. in diameter.



**NO. 4 SPIRAL TUBE WINDER**

Winds paper tubes from  $\frac{3}{4}$ " to 10" diameter depending on number of plies: 2-5 plies up to 10" diameter; 3-11 plies to 8" diameter; 12-22 plies to 6" diameter. Available with cut-offs and glue stands to fit all needs. Optional machines for cutting tubes in single or multiple lengths, rough or finished cores, or cutting light and heavy side walls up to  $\frac{1}{2}$ " thickness.



**AUTOMATIC CONVOLUTE PAPER CAN WINDER**

Winds paper can bodies from  $\frac{1}{4}$ " to 8" in diameter on the round and from  $1\frac{1}{2}$ " to 8" across diagonal corners on irregular shapes such as square, rectangular, oval, etc.

**M. L. D.  
Knowlton  
COMPANY**

ROCHESTER 14, NEW YORK

BOSTON  
637 Massachusetts Ave.  
(ARLINGTON)

Pacific Coast Representatives: H. W. BRINTNALL CO., Los Angeles, San Francisco

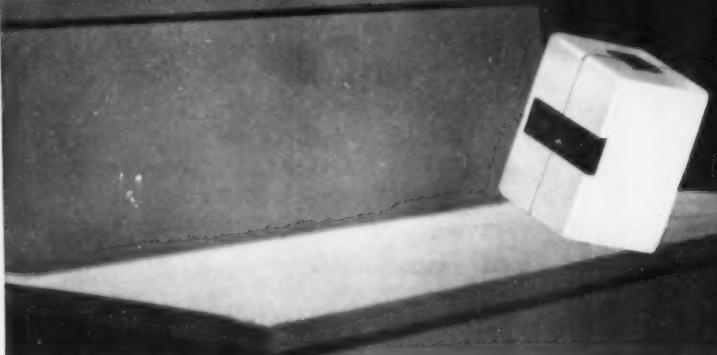
BROOKLYN  
45-53 Beaver St.

CHICAGO  
9 S. Clinton St.

TORONTO, CAN.  
888 Dupont Street



**Would your package  
pass this test?**



THAT DYLITE\* FOAM PACKAGE you see bouncing down the stairs contains a 10 watt light bulb. The bulb is safe because the plastic foam package absorbed the bumps and jars — took the beating for the bulb. This is illustrative of the use of this versatile material for packaging large or small complex-shaped items.

Attractive and colorful display packages can be made quickly and easily in multi-cavity molding machines from Dylite plastic. You simply pour the plastic beads in the mold, apply heat, and they puff up to fill the entire cavity. The finished package is smooth, strong and light weight.

Products packed in Dylite polystyrene foam will be protected against temperature extremes and moisture because Dylite foam has outstandingly low temperature insulation and water resistant properties.

Dylite expandable polystyrene can also be used as a sandwich-type core between sheets of various materials such as metal, wood or plastic.

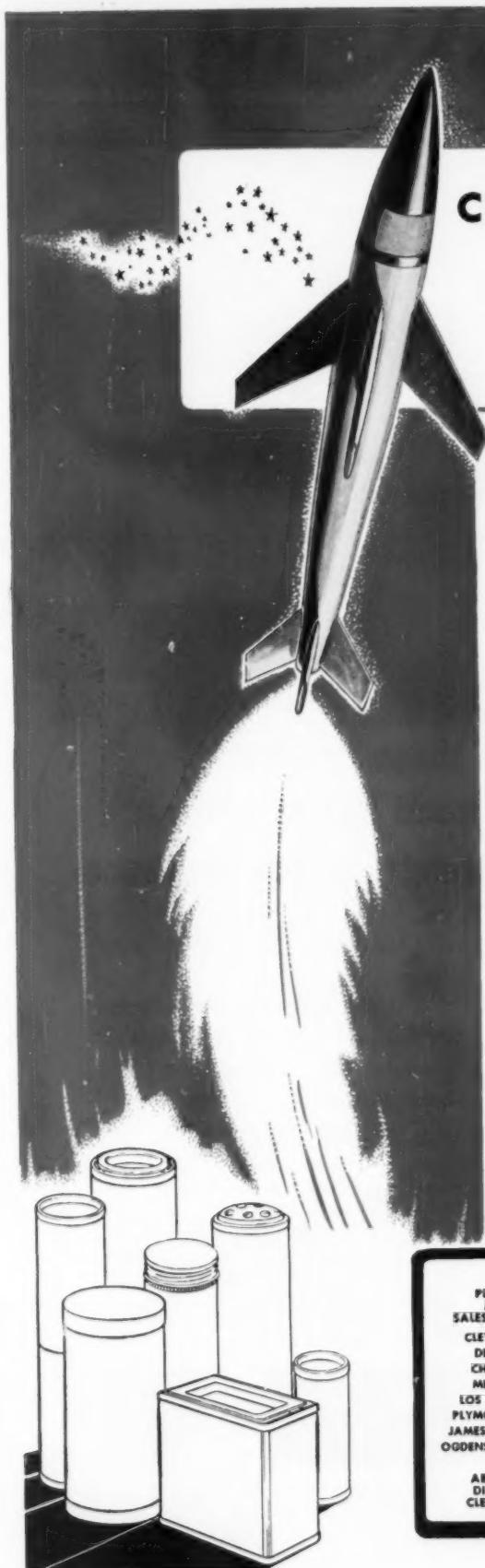
For more information about Dylite expandable polystyrene write to the Koppers Company, Inc., Chemical Division, Dept. MP-85, Pittsburgh 19, Pennsylvania.

\*Koppers Trademark



**Koppers Plastics**

*Sales Offices:* NEW YORK • BOSTON • PHILADELPHIA • ATLANTA • CHICAGO • DETROIT • HOUSTON • LOS ANGELES



**CLEVELAND CONTAINER**  
**CALLS TO YOUR**  
**Attention . . .**

**A**s new designs are created in Guided Missiles so, too, do our Engineers create new packages to increase your sales in self-serve markets.

**CLEVELAND CONTAINERS** meet the new demands of the most progressive merchandising programs . . . attractive self-selling packages.

Durable construction . . . smooth functioning . . . eye-compelling designs . . . at **LOW COST!**

Our plants are located for your convenience. Send today to the nearest plant for our latest literature and suggestions that will speed up your sales.



*Why pay more? For good Quality . . .  
 call CLEVELAND!*

**THE**

**CLEVELAND CONTAINER**  
**COMPANY •**

**6201 BARBERTON AVE., CLEVELAND 2, OHIO**

**PLANTS AND SALES OFFICES:**

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 DETROIT  
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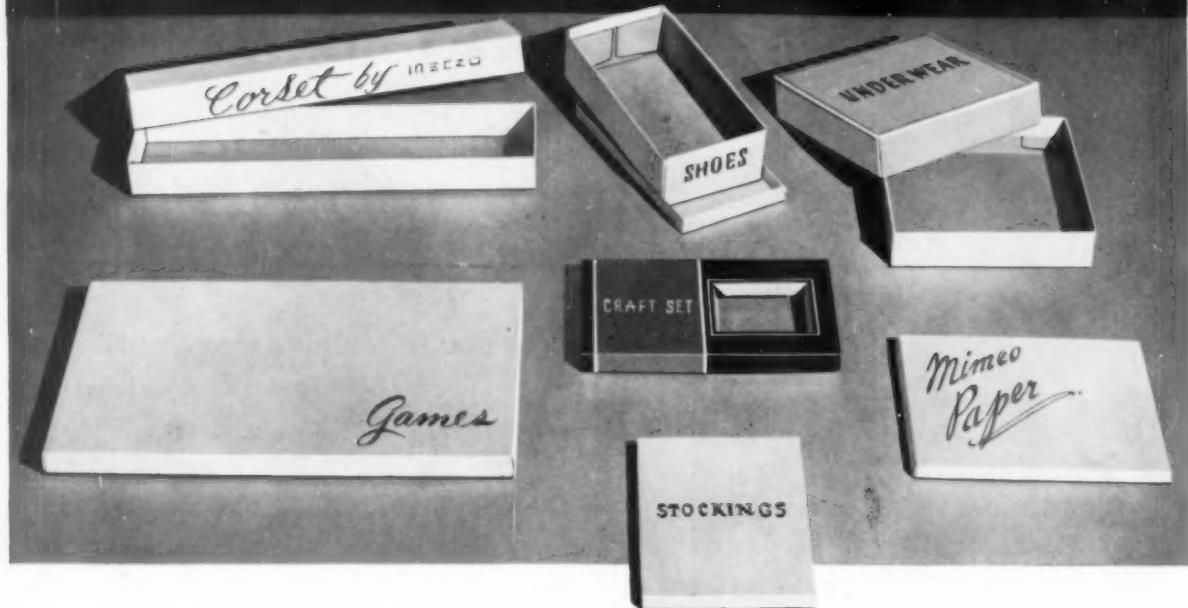
\* ABRASIVE DIVISION CLEVELAND

• ALL-FIBRE CANS • COMBINATION METAL AND PAPER CANS • SPIRALLY WOUND TUBES AND CORES FOR ALL PURPOSES

CLEVELAND CONTAINER CANADA, LTD.  
 Plants & Sales Offices: TORONTO AND PRESCOTT, ONT.  
 Sales Office: MONTREAL

**SALES OFFICES:**  
 NEW YORK CITY  
 WASHINGTON, D.C.  
 ROCHESTER, N.Y.  
 WEST HARTFORD,  
 CONN.

**the choice is US**



**Leading manufacturers of these Products  
Choose the Universal Brightwood Box Machine  
for Boxes with the Ultimate in Strength and Appearance**

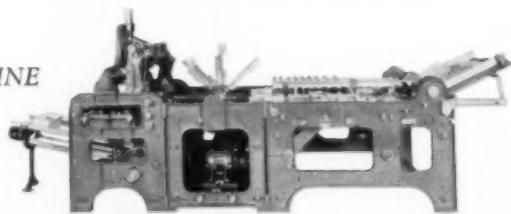
The boxes illustrated show the diversity of sizes and types that are being produced on the Model UN Brightwood. It produces turned-over end boxes from flat blanks, either double sidewalled or lined, and is the only machine capable of making these types of boxes in the wide size range from 6" long,

3" wide and  $\frac{3}{4}$ " deep to 21" long, 12" wide and  $5\frac{3}{4}$ " deep.

The Model UN is functionally designed and built to employ high pressures. As a result, it produces solidly glued, beautifully squared boxes at speeds up to 70 per minute!

For complete information, write **US** today.

THE UNIVERSAL BRIGHTWOOD BOX MACHINE



**U. S. AUTOMATIC BOX MACHINERY CO., INC.**

Owning and Operating NATIONAL PACKAGING MACHINERY CO. • CARTONING MACHINERY CORP.

122 ARBORETUM ROAD, ROSLINDALE, BOSTON 31, MASS.

Branch Offices: New York • Chicago



# New modified Polyethylene

**Coating keeps**

moisture out  
costs down



Data courtesy  
L. A. Dreyfus Co.,  
Oak Tree, N. J.

**E**conomy is in the bag . . . in the form of a new extruded coating of wax-modified BAKELITE Brand Polyethylene. In multi-wall kraft bags like these, it serves as both an effective moisture barrier and an inter-ply adhesive for the paper walls. Or as a protective inner coating, it safeguards contents and strengthens walls.

The new coating offers valuable savings for special applications where all the properties of polyethylene are not needed. And operating temperatures of 300-400 degrees F. give you added economy in extruding and heat-sealing.

This wax-modified polyethylene coat-

ing provides higher gloss and improved release of bag contents. Designed especially for food and chemical applications, it withstands acids, alkalies and moisture. Use it for packaging nitrate fertilizers, quick lime, dehydrated foods or even soupy liquids. Coatings based on BAKELITE Brand Polyethylene apply equally well to fiber drum interiors, paper, film, foil or textiles...require no special machinery.

To improve your packaging and cut costs, learn more about wax-modified coatings based on BAKELITE Brand Polyethylene. For details on polyethylene coatings, write to Dept. HT-105.

**Vinyl, Polyethylene, Phenolic and Epoxy Resins for Packaging**

**BAKELITE COMPANY**, A Division of Union Carbide and Carbon Corporation UCC 30 East 42nd Street, New York 17, N. Y.  
The term BAKELITE and the Trefoil Symbol are registered trade-marks of UCC

**SEE FOR YOURSELF—it pays to package in film made of BAKELITE Polyethylene**



Packaging supplied by **Pak-Rite Flexible Packaging Co.**, New York, N.Y.

## "Good coverage makes sales"

So sales-successful has been the "Textur-Tuft" line of polyethylene packaged bedspreads that *all* Morgan-Jones woven bedspreads, from \$7.95 retail and up, are now packaged in film made of BAKELITE Brand Polyethylene.

Alfred B. Denison, President, tells why:

"We benefit because our retailers do. I would say the biggest over-all advantage for them is in less mark-downs. There's easier handling for clerks (and less soiling from handling by custom-

ers). Of course, just about as big an advantage is the much more attractive visual appeal of these polyethylene bags. As far as cost, it is virtually the same as less promotional packaging."

Whether you make or sell hardware, soft goods, chemicals, foods, industrial parts . . . you'll find profitable advantages in packaging your wares in film made of BAKELITE Polyethylene. Call your packaging supplier.



**BAKELITE COMPANY, A Division of Union Carbide and Carbon Corporation** UCC 30 East 42nd Street, New York 17, N.Y.  
The term BAKELITE and the Trefoil Symbol are registered trade-marks of UCC

MERCHANDISING DYNAMITE  
FOR CANNED FOODS



# CLUSTER-PAK

revolutionize retail merchandising of your product through  
multi-unit packaging

**FOOD AND GROCERY MANUFACTURERS ATTENTION!**

The CLUSTER-PAK machine uses the lowest cost carton on the market and packs any size can from 3½ oz. to 1 qt. It packs 2 to 12 cans single or double file and speeds up to 900 cans per minute. The multi-unit cartons are effective point of purchase displays that invite impulse pick-up and guarantee a tremendous increase in unit sales!

**FOOD & GROCERY RETAILERS WELCOME CLUSTER-PAK!**

CLUSTER-PAK lowers retail operating costs, increases retail operating efficiency, while it increases unit sales! The unbelievable labor saving includes cut in pricing time up to 83% and a drastic saving in pack-out, check-out and inventory time! Customer traffic speeds up and merchandise turns over faster! CLUSTER-PAK builds better floor displays in less space!

The time is right for multi-unit packaging of canned foods and grocery products! CLUSTER-PAK is the world's finest, most versatile, economical multi-unit packaging system for grocery items! Insist on CLUSTER-PAK, made by the world's largest maker of carry-home cartons!



CLUSTER-PAK DIVISION

**apaco ATLANTA PAPER COMPANY** ATLANTA, GEORGIA

(In Canada—PACKAGEMASTER, Ltd., Toronto)

A NEW  
CAN...  
FOR A NEW  
PRODUCT



*designed and produced  
for Pillsbury  
by*

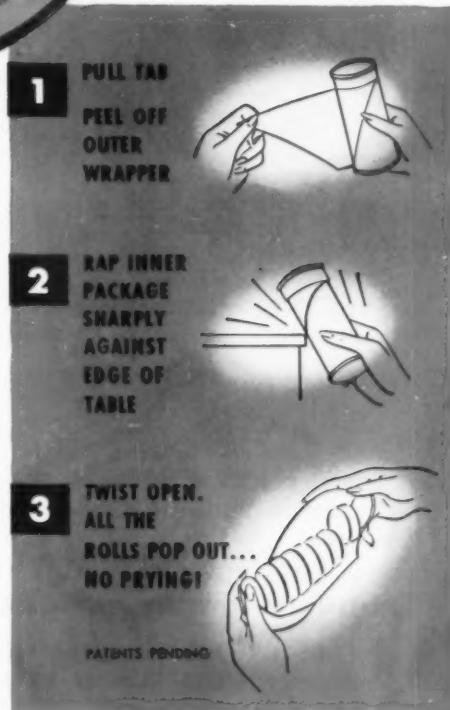
**R.C.CAN**

**OPENS IN A JIFFY!  
EMPTYS ENTIRE CONTENTS!**

Pillsbury wanted a new package for their biscuits and new cinnamon rolls . . . R. C. Can produced it, and are currently manufacturing cans for both products in great quantities.

The package had to be (1) simple enough in design to open easily without the use of any tool, (2) strong enough to hold more pressure than an auto tire, (3) efficient enough to discharge the *entire* contents quickly and easily, and (4) sealed well enough to reach the home kitchen-fresh as the day it was packed.

The Easy-Open Pull Tab Container has a double-foil moisture and grease barrier—the foil lining and the foil label. It opens in a wink . . . pull the tab, rap the package on the table edge—it's open! Completely, too! No rolls in the ends to pry out.



ANOTHER PACKAGING PROBLEM SOLVED BY R.C. CAN-GINEERING

**R.C. CAN COMPANY**  
MAIN OFFICE 2100 Forest Park, St. Louis, Mo.

**MAIN OFFICE**  
and Factory      **9430 Page Blvd., St. Louis 14, Mo.**

**Branch Factories:** **Arlington, Tex.; Rittman, O.; Turner, Kans.**

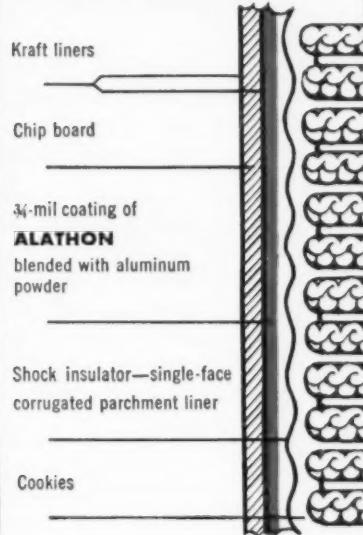


**SALES OFFICES:** C. E. DOBSON, 1003 Carondelet Bldg., New Orleans 12, La. • R. C. CAN CO., 225 West 34th St., New York, N. Y. • L. C. MORRIS CO., P. O. Box 3218 Sta. F, 1156 Dalton Dr., N. E., Atlanta, 6, Ga. • S. W. SCOTT, 608 McCall Bldg., Memphis 3, Tenn. • W. L. BENNETT, 126 S. Third St., Minneapolis 1, Minn. • CAN SUPPLY CO., 1006 W. Washington Blvd., Los Angeles 15, Calif.

# See how "Alathon" protects chip board—gives better display to bulk cookies!



## CROSS SECTION OF COOKIE CADDY



Paperboard coated by J. D. Cahill Co.

"Alathon" blended with aluminum powder by L. A. Dreyfus Co.

Carton designed and produced by Robert Gair Company

Merchandising bulk cookies in retail stores presented a tough packaging problem for the Federal Sweets and Biscuit Company.

The high shortening content of the cookies stained corrugated caddies, so glassine innerliners were used. In addition, a printed overwrap was required for eye appeal.

After considerable testing, the Robert Gair Company of New York designed and produced the more efficient, more economical merchandiser shown above. The secret: a coating of pre-blended

"Alathon" polyethylene resin and aluminum powder on the inside of the carton.

By applying a  $\frac{3}{4}$ -mil coating of the "Alathon" and aluminum powder blend to the back liner of ".040" Kraft-lined chip board, a strong folding carton was developed with a foil-like finish on the interior. This produces a clean, sanitary appearance . . . and long shelf life results because of the non-staining and non-sticking properties of "Alathon." This new board also permits a much better job of printing than the corrugated

board and results in a more attractive package without the use of an overwrap.

Unmodified coatings of "Alathon" also offer: strength; transparency; moisture resistance; heat sealability; low-temperature flexibility; chemical resistance; freedom from odor, taste and toxicity.

### NEW 36-PAGE BOOKLET

"ALATHON® Polyethylene Resin as a Coating Resin for Flexible Materials" is yours free! Just send the coupon below.



### Which type of package are you interested in?

- Multi-wall bags
- Single-ply bags
- Pouch bags
- Board cartons
- Board trays
- Fiber drums
- Corrugated boxes
- Fiberboard containers

E. I. du Pont de Nemours & Co. (Inc.)  
Polychemicals Dept. 518, Du Pont Bldg.  
Wilmington 98, Delaware

Please send me information on the properties and advantages of "Alathon" polyethylene resin, including new 36-page booklet.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

# control's the thing...

WITH ANCHOR HOCKING, TOO

Top-flight golfers win the big prize money because they have consistent *control* even when the pressure is on. And *control* is important, too, in the manufacture of Anchor Hocking quality products.

From the selection of all raw materials to the final production line inspection, Anchor Hocking employs literally hundreds of exacting *controls*, tests and checks involving many scientific testing devices. Although each factory maintains a laboratory of its own for quality control purposes, central laboratories at Lancaster, Ohio, serve as a control center for all—veritable watchdogs that make certain Anchor Hocking products comply with their rigid specifications.

Eleven strategically located factories and sales-service representatives in 25 principal cities in the U. S. and Canada await the opportunity to serve you with controlled high quality Anchor Hocking products.



Anchorglass® Containers are uniformly strong, tough, dependable—high in chemical durability, accurate in dimensions, capacity and finish . . . a result of exacting quality controls.





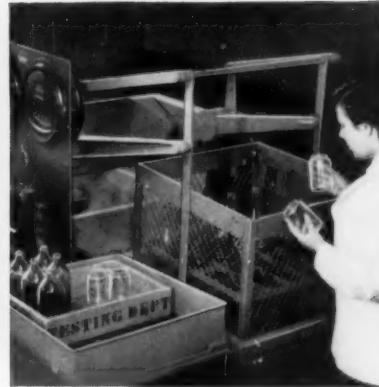
# 50<sup>th</sup> Anniversary



A sampling rod collects samples from varying depths throughout incoming loads of raw materials . . . permits reliable analysis for uniformity and quality.



Cut sections from sample containers are regularly analyzed in a seed counter . . . another quality control for dependable Anchorglass containers.



At regular intervals container samples from production are tested to determine that they will withstand normal thermal shocks encountered in commercial packing.

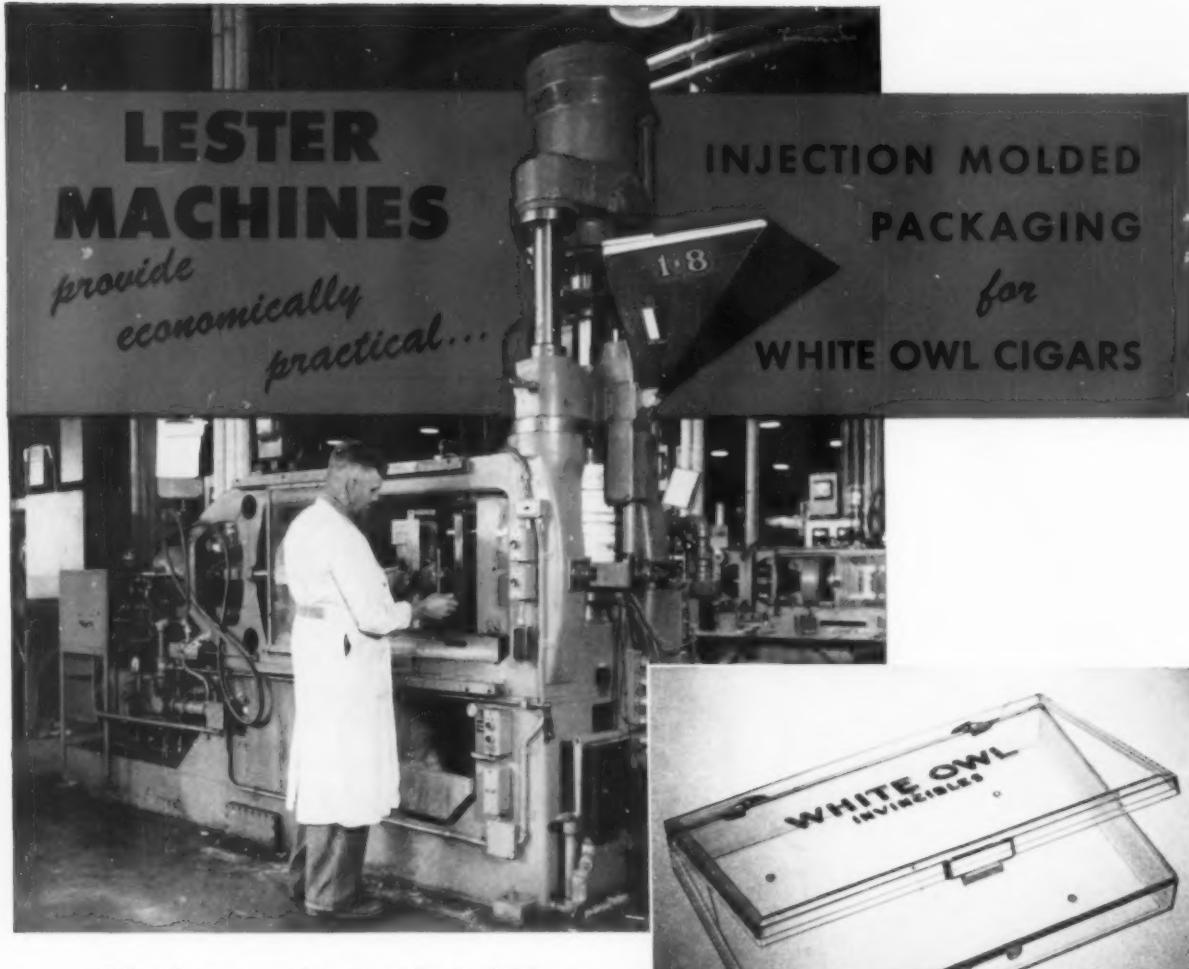
**ANCHOR HOCKING**  
**GLASS CORPORATION**



Anchorglass Containers, Anchor Metal and Plastic Closures, Anchor Sealing Machines, Cartons and Package Engineering Service...for Packers, Manufacturers, Bottlers of Foods, Drugs, Household Chemicals, Cosmetics, Toiletries, Beverages, Beers, Ales, Wines and Liquors.

GENERAL OFFICES — LANCASTER, OHIO

AUGUST 1955



What do you want in your packaging? Inherent appeal? Transparency? Rigidity for product protection? Reuse value? Economy that is proportionate to all these features?

This award winning polystyrene humidor typifies all the advantages of *injection molded packaging*. It was molded on an 8 ounce Lester injection molding machine for White Owl Cigars by Canadian General Electric Co., Ltd.

We suggest you investigate the competitive advantage offered by using plastic packaging molded on Lesters—the only machines with: the internally heated cylinder for rapid, thor-

ough plasticizing; solid frames for rigid clamping and permanent platen alignment; central die height adjustment for ease of mold set-up plus many other exclusive features.

Write for detailed specifications or have our local representative give you the complete story on how Lesters can be tailored to fit your specific packaging problem.



## LESTER INJECTION MOLDING MACHINES

### REPRESENTATIVES

New York . . . Steven F. Krould  
Detroit . . . M. R. Tenenbaum  
Chicago . . . J. J. Schmidt  
Cleveland . . . Don Williams  
Coral Gables . . . Morton Machinery Sales

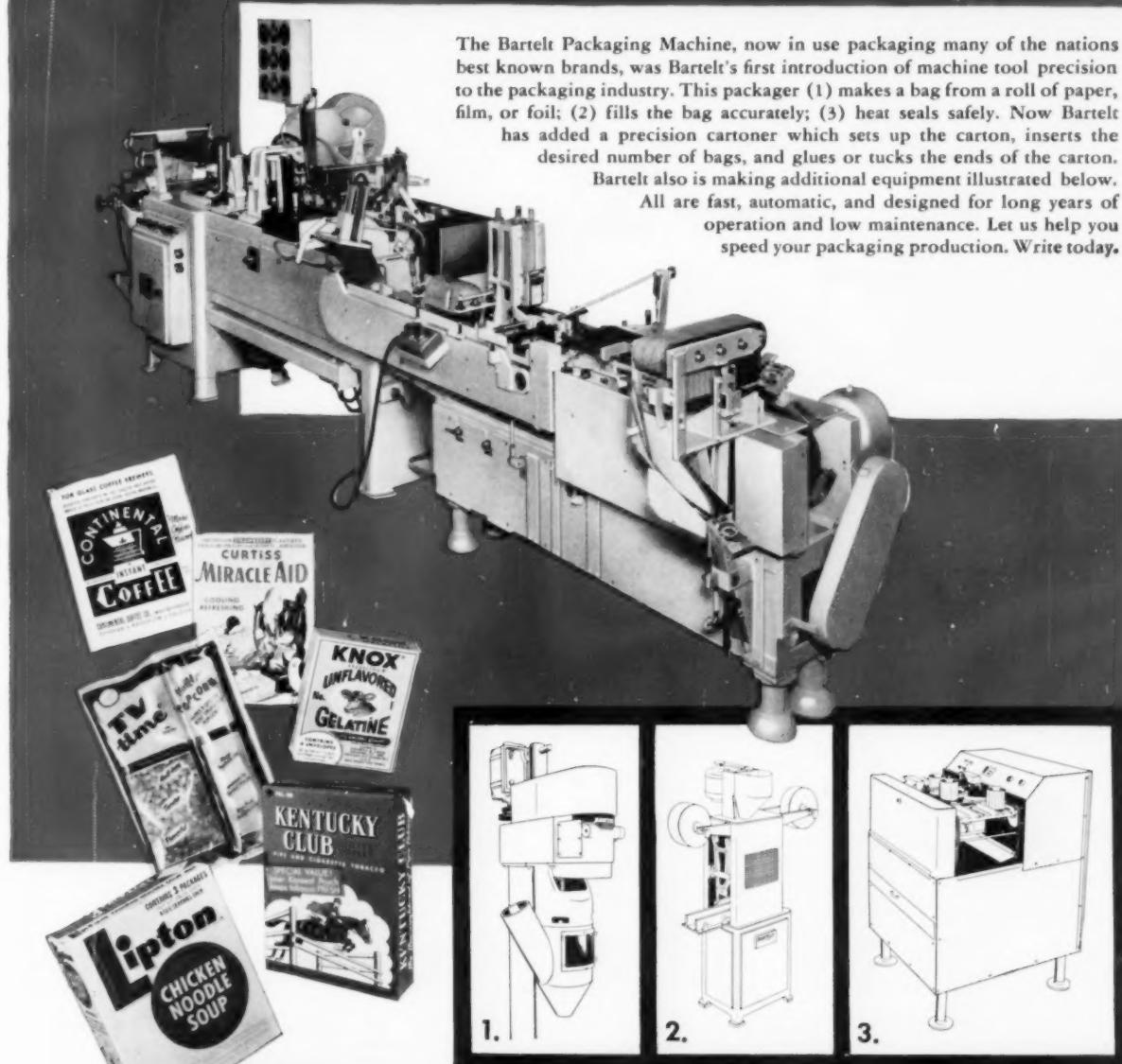
Cincinnati . . . Index Machinery Corp.  
Los Angeles . . . Machinery Sales Co.  
St. Louis, Milwaukee . . . A. B. Geers  
Providence . . . Sydney W. Lohman

Toronto, Canada . . . Modern Tool Works, Ltd.  
Sydney, Australia . . . Scott & Holladay, Ltd.  
Japan . . . Okura & Co., New York, Inc.  
Stockholm, Sweden . . . Aktiebolaget Servus  
Basle, Switzerland . . . Hermann Walti

*distributed by LESTER-PHOENIX, INC., 2712-Q CHURCH AVENUE • CLEVELAND 13, OHIO*

# BARTELT

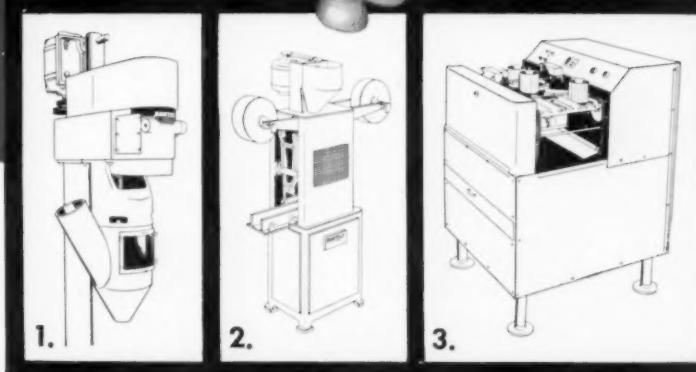
## Fine Equipment for the Packaging Industry



The Bartelt Packaging Machine, now in use packaging many of the nation's best known brands, was Bartelt's first introduction of machine tool precision to the packaging industry. This packager (1) makes a bag from a roll of paper, film, or foil; (2) fills the bag accurately; (3) heat seals safely. Now Bartelt has added a precision cartoner which sets up the carton, inserts the desired number of bags, and glues or tucks the ends of the carton.

Bartelt also is making additional equipment illustrated below.

All are fast, automatic, and designed for long years of operation and low maintenance. Let us help you speed your packaging production. Write today.



(1) Bartelt automatic filler. (2) New "small" packager.  
(3) Accurate "Check-weigher"

**BARTELT** ENGINEERING CO.

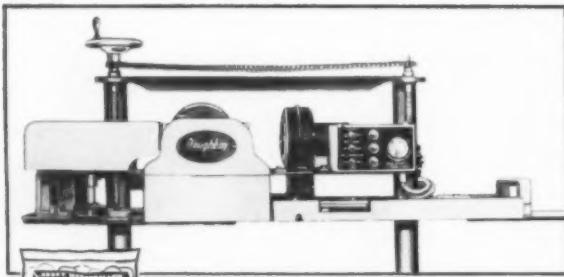
1900 HARRISON AVENUE  
ROCKFORD, ILLINOIS

"Machinery for  
Creative Packaging"

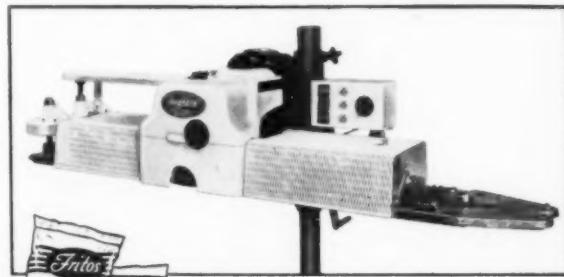
# WORLD'S MOST COMPLETE LINE OF HEAT SEALERS!



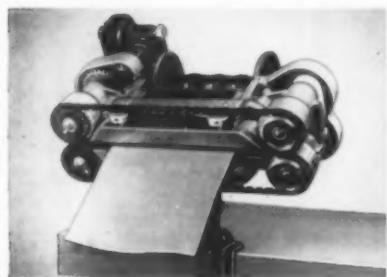
**FOLDS, SEALS, LABELS** in a continuous operation. Doughboy's Automatic Sealer-Labeler (Model AT-L) seals cellophane bag tops, then applies thermoplastic label over seal to give a crimp-free appearance for companies like Nabisco and Durkee Foods. Has capacity for 65 or more bags per minute.



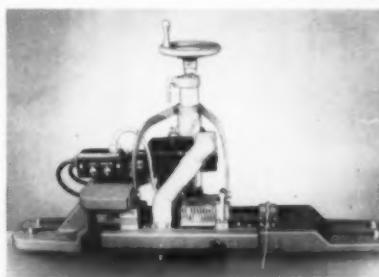
**POLYETHYLENE SEALER.** Doughboy's Heavy Duty Continuous Band Sealer is popular in industry for sealing plastic film bag tops and fabricating large-dimension liners. Used by produce, electrical parts packers and confectioners like Kraft. Available with code dater.



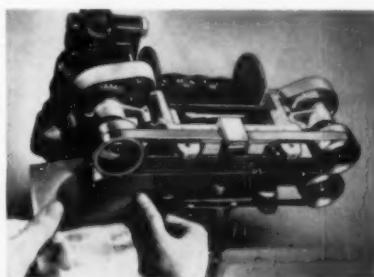
**HIGH SPEED PRODUCTION.** Doughboy's Rotary Heat Sealer (Model AT-C) with code dater handles wide range of sealing materials at super speeds—up to 90 bags per minute. A favorite with famous food producers like Lay's and Frito.



**FOR MOISTURE BARRIERS.** Doughboy's Power Hand Sealer (Model PHS-B) weighs only 6 lbs. 12 oz. yet assures continuous dwell and rapid seal. Uses efficient rotary sealing principle.



**LOW COST SEALING.** Doughboy's Utility Band Sealer (Model BD) offers big machine advantages for sealing polyethylene. The ideal unit for intermediate packaging requirements. With set speed.



**PORTABLE BAND SEALER.** Another Doughboy polyethylene sealer, the Power Hand Sealer (Model PHS-C). For closing bags, case, drum and carton liners. Portable unit weighs only 11 lbs.

**PLUS...a complete line of versatile belt conveyors!**



**DOUGHBOY INDUSTRIES, INC., Mechanical Division**  
**New Richmond, Wisconsin**  
*Agents in all principal cities*

**WRITE  
FOR FULL  
DETAILS  
TODAY!**

# fisher's foils

*for brilliance*



FISHER'S FOILS LIMITED WEMBLEY MIDDLESEX ENGLAND  
TELEPHONE WEMBLEY 60111 CABLES & GRAMS LIOFNIT WEMBLEY (ABC CODE 6TH EDN)





★ A Quality Product of FISHER'S FOILS of LONDON, ENGLAND.



Throughout all stages of manufacture, every roll of foil made by Fisher's Foils of England is *automatically controlled* for gauge consistency by the latest beam gauge. Send today for wide range of samples or ask our representative to call.

**fisher's**  
**foils**

# "Hi-Fi" PRINTING LIKE YOU'VE NEVER SEEN BEFORE



## KVP Food Wrappers Hit New High in Sales Appeal

The answer to many a sales problem can be found in the new KVP quality of wrapper printing.

KVP special waxed papers have long been known for their "weld-tight" seals and perfect protection — whether foods must be kept crisp or moist.

Now 4, 6, and 8 color presses, making food reproductions that look "good enough to eat," are adding their powerful appeal at the point of sale — often with substantial packaging savings.

Would you like to see samples of the latest KVP printing achievements? A letter will bring you complete details. And KVP artists will gladly work with you in developing designs to take full advantage of the great new "Hi-Fi" printing facilities.

### THE KVP COMPANY, Kalamazoo, Michigan

BRANCH AT DEVON, PA. ASSOCIATED COMPANIES: KVP CO. OF TEXAS, HOUSTON, TEXAS — HARVEY PAPER PRODUCTS CO., STURGIS, MICH. — KVP CO. LTD., ESPANOLA, ONT. — APPLEFORD PAPER PRODUCTS LTD., HAMILTON, ONT.; MONTREAL, QUE.

Specialists in FOOD PAPERS



For Protection and Sales Appeal



## A PRODUCT WINS ITS WINGS



More and more products are able to take to the air these days, thanks to lighter, stronger, easier-to-handle Gaylord Containers. Meeting the special requirements of air shipment has long been a challenge to Gaylord engineers. Their research, in cooperation with leading airlines, has opened up many new opportunities for air shippers.

You can profit by this progress in packing. Your nearby Gaylord office can show you some interesting case histories.

CORRUGATED AND SOLID FIBRE BOXES • FOLDING CARTONS • KRAFT PAPER AND SPECIALTIES • KRAFT BAGS AND SACKS

**GAYLORD CONTAINER CORPORATION • ST. LOUIS**

SALES OFFICES FROM COAST TO COAST ★ CONSULT YOUR LOCAL PHONE BOOK



*"La Rosa in a window box is a walkaway."*

Mr. Vincent F. LaRosa, Sales Manager of V. LaRosa & Sons, Inc. goes on to say, "The window box helps us capitalize on the eye-appeal of LaRosa products. As a major factor in introducing millions of shoppers to a whole new world of food styles and sizes, the window box has helped to put LaRosa in the forefront of America's macaroni-spaghetti products."

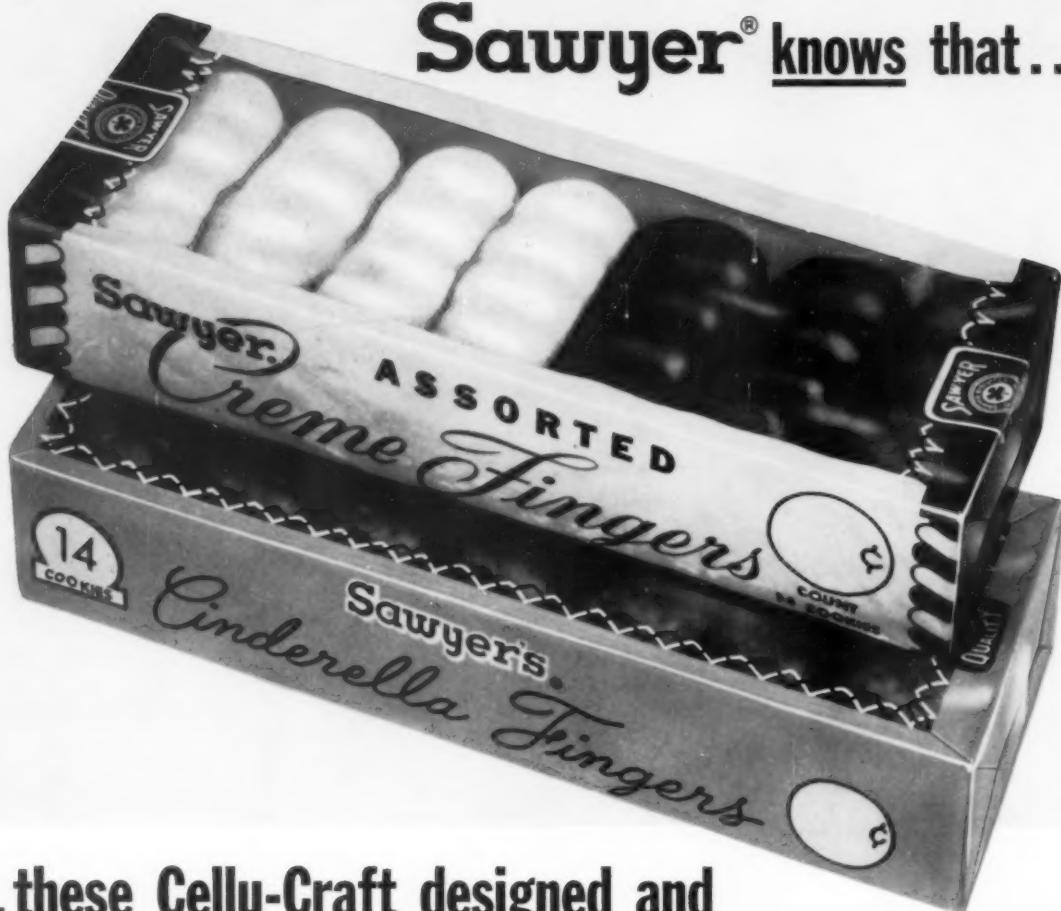
Do you feel that your product needs to be seen in order to be sold? Then switch to window boxes with crystal clear windows of Celanese Acetate.

You'll get sparkle that stops the eye . . . a window that stays fresh and transparent, lies flat without wrinkles . . . and never stops selling. You'll like the low cost, too. Celanese Corporation of America, Plastics Division, Dept. 108-H, 290 Ferry Street, Newark 5, N. J. Canadian affiliate, Canadian Chemical Co., Limited, Montreal, Toronto and Vancouver.

**Celanese\***  
PLASTICS

\*Reg. U. S. Pat. Off.

**Sawyer® knows that...**



**...these Cellu-Craft designed and  
Cellu-Craft produced packages sell cookies!**

Because Cellu-Craft designers *know* how to motivate impulse sales through packaging, these Sawyer cookie packages are successful.

That's why Cellu-Craft has been a dependable supplier to the Sawyer Biscuit Co. Division of United Biscuit Company for many years.

And a Cellu-Craft package can do much for *your* product. Call for a Cellu-Craft packaging consultant today! That's your way of adding a packaging expert to your staff without cost or obligation!

**CREATORS AND PRODUCERS OF  
PERFECT LOW COST PACKAGING**

*Designers, Converters and Color Printers of Flexible Packaging Materials*

**CELLU-CRAFT**  
**PRODUCTS CORPORATION**

*General Offices & Plant: 1401 4th AVE., NEW HYDE PARK, N.Y., PRIMROSE 5-8000 • Branch Plant: ADDISON, ILLINOIS • Sales Offices in principal cities.*

BAGS • ENVELOPES • SHEETS • ROLLS • CELLOPHANE • POLYETHYLENE • PLIOFILM • FOILS • ACETATE • PLASTIC FILMS • GLASSINE



For complete  
product protection...

## think of **Kaiser Aluminum Foil**

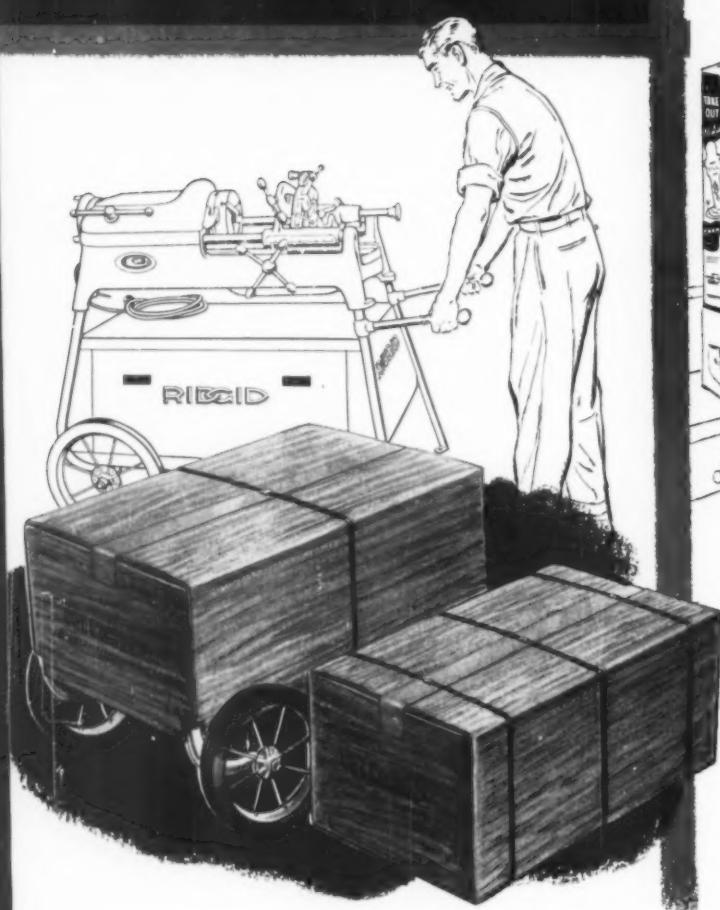
- 1. Blocks heat and light rays**
- 2. Unmatched for eye-appeal . . . sales-appeal**
- 3. Positive vapor barrier**
- 4. Won't absorb liquids**
- 5. Clean and non-toxic**
- 6. Imparts no taste or odor**
- 7. Bars contaminants**

Leading converters rely on Kaiser Aluminum as a major supplier because we are an integrated operation, producing foil of *unparalleled quality* in a wide range of specifications.

For names of converters eager to tackle your packaging problem, contact the Kaiser Aluminum sales office listed in your telephone directory. Kaiser Aluminum & Chemical Sales, Inc. *General Sales Office*, Palmolive Bldg., Chicago 11, Illinois; *Executive Office*, Kaiser Bldg., Oakland 12, California.

# PLANNED PACKAGING

**moves merchandise**



FRAGILE ice cream cones on one hand and plumbing tools on the other require widely different packing techniques. For these products and hundreds of others with equally varied requirements our complete coordinated PLANNED PACKAGING facilities provide the exact types of cartons and containers needed to give full protection in transit, and sparkling customer appeal at the point of sale.



**THE OHIO BOXBOARD CO.**

RITTMAN, OHIO

Manufacturers of paperboard, folding boxes, corrugated and fibre shipping containers, and converted specialties.

#### SALES OFFICES

RITTMAN, O. • AKRON, O. • CLEVELAND, O. • COLUMBUS, O.  
YOUNGSTOWN, O. • CINCINNATI, O. • TOLEDO, O.  
MANSFIELD, O. • CANTON, O. • PHILADELPHIA, PA.  
PITTSBURGH, PA. • ERIE, PA. • LOCKPORT, N. Y.  
NEW YORK, N. Y. • CHICAGO, ILL. • DETROIT, MICH.

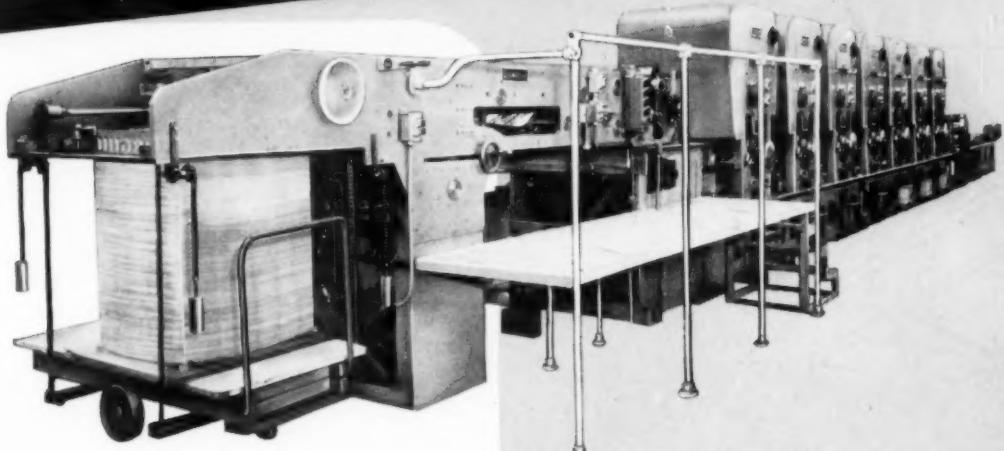
#### PLANTS

RITTMAN, O. • CLEVELAND, O. • CUYAHOGA FALLS, O.  
NORWALK, O. • YOUNGSTOWN, O. • PITTSBURGH, PA.  
SOUTH BEND, IND. • LOCKPORT, N. Y.

# NOW! A ROTOGRAVURE PRESS

*that Delivers Sheets*

**1½ Times Faster!**



**NOW**—for the first time—you can take advantage of the high speed of modern rotogravure presses for label and wrapper printing. Improved Champlain Sheet Delivery—operating inline with a Champlain Rotogravure Press—delivers square-cut sheets with  $1/64"$  accuracy **1½ TIMES FASTER THAN ANY OTHER STANDARD SHEETER!**

Standard Sheeter Sizes	Speeds*						Max Width	Max Length	Min Length			
	Glossine & Paper Backed Foil		Label Paper		Heavy Paper & Cardboard							
	Ft. Per. Min.	Sheets Per. Hr.	Ft. Per. Min.	Sheets Per. Hr.	Ft. Per. Min.	Sheets Per. Hr.						
20"	400	11,000	450	12,500	300 up	14,800	21"	26"	13"			
24"	400	8,500	500	10,000	800 up	12,500	28"	34"	17"			
36"	400	8,500	500	10,500	600 up	12,500	37"	34"	17"			
44"	400	8,500	500	10,500	600 up	12,500	45"	34"	17"			



## ADVANTAGES?

**Here are just a few:**

**For Rotogravure:** high-speed precision-register printing on practically *any* stock in multiple colors—ideal for meeting the increasing demand for high-quality, high quantity wraps and labels for packaged products.

**For Improved Sheet Delivery:** greater production with inline economy.

## PLUS

- **HIGH SPEED**...from 8,500 to 12,500\* sheets per hour—chart at left shows full range.
- **ACCURACY**...cuts consistently square sheets to  $1/64"$  or finer accuracy from any stock—any speed.
- **sheet PROTECTION**...exclusive individual sheet handling insures accurate jogging—undamaged front edges.
- **JAM-PROOF**...separate handling of each sheet with continuous individual movements acts as self-clearing mechanism—**DANGER OF TEARING, FOLDING, BUCKLING, OR COCKING IS PRACTICALLY ELIMINATED.**
- **NO WASTE TRIM**...easily adjustable to *any* sheet-width or length within the range of the press. This feature—plus consistent accuracy—produces sheets ready for the ream cutter.
- **VERSATILITY**...handles paper, board, foil, and most specialty stocks with equal ease.

Write today for catalog of Champlain press equipment and full information on Champlain Improved Sheet Delivery. Champlain Company, Inc., 88 Llewellyn Avenue, Bloomfield, N. J. Chicago Office: 520 N. Michigan Avenue, Chicago 11, Ill.

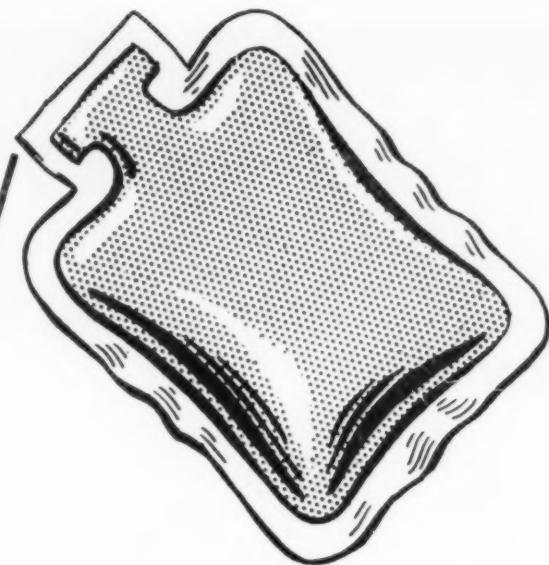
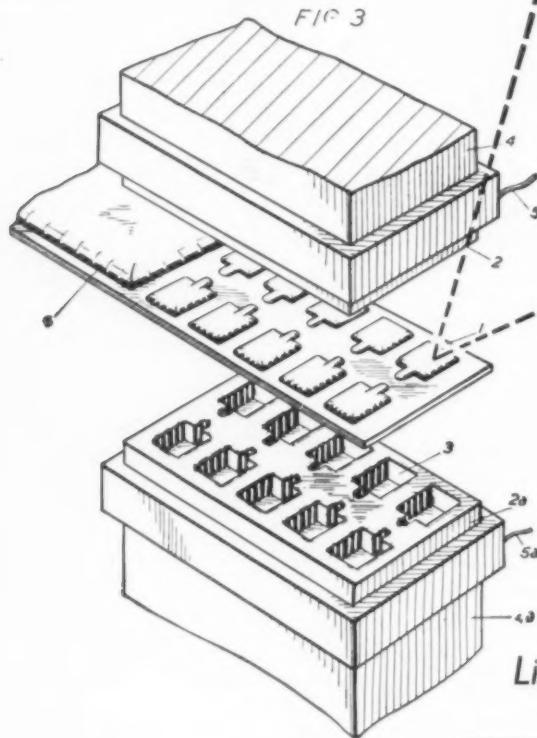
# THE RADO PACK

BRITISH PATENT

No. 673,813

15th OCTOBER, 1947

PATENTS IN OTHER COUNTRIES  
AND FURTHER PATENTS PENDING



Efficient

Very economical

Safest in distribution

Simplest, most convenient

Attractive, Displays the product

Lightest, easiest to pack, Unbreakable

ALL the advantages of Unit Packaging are embodied in Packs produced by the RADO SYSTEM—based on the RADO patents—the only fast, efficient way of producing such packages. Further interesting developments pending; ask for details NOW!

We will pack YOUR product in packages of YOUR own design, decoratively emboss them to YOUR wishes, print them attractively to YOUR requirements. Almost ANY kind of liquid, semi-liquid or pastelike product can be successfully packaged by the RADO SYSTEM.

## PACKAGING SERVICE STATIONS IN MANY COUNTRIES

**R A D O**  
PACKAGING SYSTEM

**TECHNOPOL LABORATORIES LTD**

Tel : CLERKENWELL 9452-9453 212 St. John Street, LONDON, E.C.1, England Cables : Telabor, London

British Patent Nos. 599,174, 599,183 and 675,073

PATENTS IN 36 OTHER COUNTRIES AND FURTHER PATENTS PENDING

U.S.A. Patent Nos. 2,530,400 and 2,517,027

**Flexographic  
Printers**

# Cut your ink inventory

(get better print quality too)

with BBD's multi-purpose universal

*Performance-proved since 1950*

**Use  
"400 Series"  
Ink to print...**

**Plain  
CELLOPHANE**

**Anchor-coated  
CELLOPHANE**

**Moistureproof  
CELLOPHANE**

**POLYETHYLENE  
(treated)**

**ALUMINUM  
FOIL**

**GLASSINE**

**SPECIALTY  
PAPERS**

No special solvents required

Count the number of partly-filled cans of ink you have on hand. Figure how much you have invested in these seldom-used "left-over" inks. Then see how BBD's versatile multi-purpose "400 Series" Ink can save you money.

When you use "400 Series" Ink you don't need special inks for every different kind of material you print—"400 Series" is the right ink for every standard type of cellophane, polyethylene, foil, glassine and paper. And you don't need special "hard-on-rubber" solvents either—"400 Series" Ink is designed to work on any stock with regular alcohol as a solvent, assuring complete safety to plates and rollers. With "400 Series" Ink on hand you carry a smaller inventory...you save time waiting for shipments of special inks...you increase press production by switching from one stock to another without changing ink or

cleaning fountains.

And that's not all—because "400 Series" Ink is a quality ink it assures better printing results too. Fully pigmented and color-stabilized, "400 Series" Ink has excellent opacity, light-fastness and bleed-resistance...is unaffected by paraffin wax or fish, vegetable and mineral oils. It gives sharp, clean, smooth-laying and glossy impressions at press speeds up to 475 fpm...retains its anchored adhesion and flexibility at temperatures as low as 0°F. Furthermore, because it's self-soluble, "400 Series" Ink cleans itself from plates and rollers with every revolution...reduces downtime for wash-ups.

Leading flexographic printers have used BBD's "400 Series" Ink since 1950 to cut their ink inventories and meet their quality standards. We invite you to try it too.

**NEW "400 Series" Ink  
Technical Data Sheet now  
available. For a free copy  
write today to BENSING  
BROS. & DEENEY, 3301  
Hunting Park Avenue,  
Philadelphia 29, Pa.**

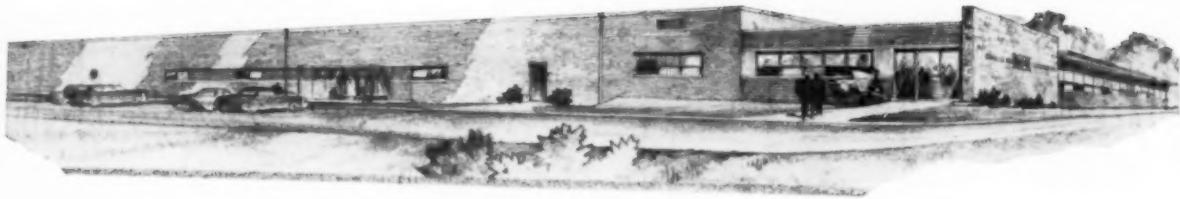
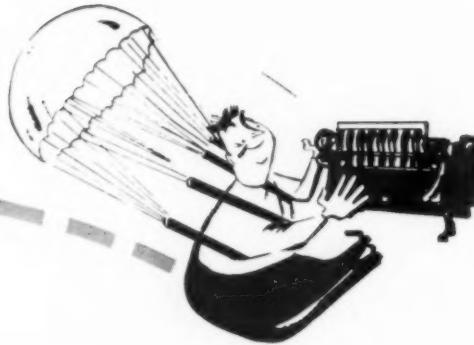
**Bensing Bros. and Deeney**  
*Flexographic Ink Specialists*  
PHILADELPHIA • CHICAGO • SAN LEANDRO, CAL.  
CAMBRIDGE, MASS. • MONROE, LA.

MANTON BROS. TRENAL CO. COLORA, LTD.  
Toronto, Canada Brussels, Belgium Berne, Switzerland  
Export: MC LAURIN-JONES CO., New York

**400 Series  
FLEXOGRAPHIC  
INK**



**thanks  
to you  
we've --  
landed  
here**



*Because of your confidence in Beck machines—and that of our many other customers—we have outgrown our Philadelphia plant. From our specially designed plant in King of Prussia, Pa., we say "thanks"—and pledge our wholehearted efforts to serve you even better.*

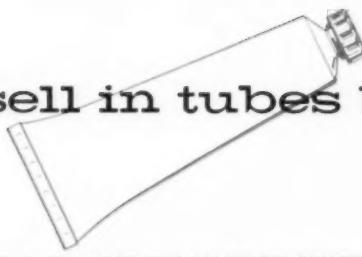
- **SPEEDIER SERVICE** - through the strategic location and streamlined operations of our new plant.
- **IMPROVED MACHINES** - to provide the best in cutting efficiency on everything from flimsy cellophane to rugged boxboard.
- **NEW DEVELOPMENTS** - to anticipate and meet the needs of new materials—and to provide speedy, economical cutting of existing ones.
- **INDIVIDUAL TESTING** - to scientifically determine the adaptability of Beck machines for unusual cutting problems.
- **WORKING DEMONSTRATION** - special demonstration room to show you step by step tests on your materials.
- **YOU ARE CORDIALLY INVITED** - to visit our new modern plant at Church Road, King of Prussia, Pa.

**CHARLES BECK MACHINE CORPORATION**  
**CHURCH ROAD, KING OF PRUSSIA, PENNA.**



*Pacemakers since 1864 in the engineered application of sheet cutters and slitters.*

**pack and sell in tubes by WIRZ**



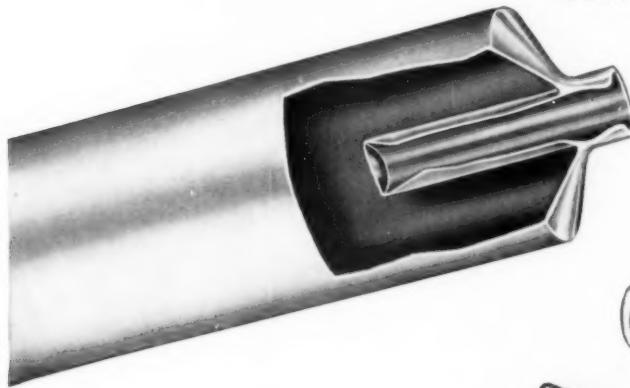
IDEAS THAT INDICATE THE GROWING LIST OF PRODUCTS SUCCESSFULLY PACKAGED FOR GREATER SALES IN COLLAPSIBLE METAL TUBES BY WIRZ.

**SALES APPEAL**

Procter & Gamble selects a new radiant metallic color and a new design to package Prell in collapsible metal tubes for protection, convenience, and sales appeal. Another example of Wirz' ability to execute customers' striking, unusual, and novel designs.



**DOUBLE TUBE  
SOLVES PACKAGING PROBLEM**



**TUBE:  
PACKAGE and APPLICATOR COMBINED**

Caulking compounds demand air-tight protection that is perfectly provided by the tight-fitting plastic cap by Wirz. Bevelled tip, with adequate opening, assures easy, neat application and eliminates waste.



*Write us today about your special packaging needs.*

ESTABLISHED 1836



Fourth & Cole Sts., Chester, Pa.

**COLLAPSIBLE METAL TUBES AND PLASTIC MOLDING**

New York 17, N.Y. Chicago 4, Ill. Memphis 2, Tenn. Los Angeles 48, Calif. Havana, Cuba Export Div.—1010 Schaff Bldg.  
50 E. 42nd St. 80 E. Jackson Blvd. Wurzburg Bros. 435 S. La Cienega Blvd. Roberto Ortiz & Son Philadelphia 2, Pennsylvania

# Skin package Your product!

FIRST! DEMONSTRATED BY

**ABBOTT**

AT THE NATIONAL PACKAGING EXPOSITION

THE ABBOTT FAMILY  
All TWO-STATION Units  
MODEL NO. SIZE PRICE  
A.P.M. 20 30"-130" \$2,500.00  
A.P.M. 40 40"-140" 3,500.00  
A.P.M. 60 60"-150" 7,000.00  
A.P.M. 90 90"-150" 9,000.00  
Prices F.O.B. Our Plant, Chicago, Ill.  
Patents Pending

## PACKAGES, DISPLAYS, PROTECTS! your product is your mold!



Proven retail sales increase of 200% -- plus less theft ratio than ever before -- plus positive protection to your product finish -- plus protection from moisture and a perfect inventory control system. (Write for details of actual surveys.) People buy what the eye can see -- skin packaging always displays and protects your product. No tooling costs. Your product is your mold whether it be metal, glass, food, matches, plastic, etc. A thin skin (.002 to .005 in. thickness) is formed completely over your product and automatically seals to a pre-printed and coated cardboard. This cardboard contains your printed advertising message.

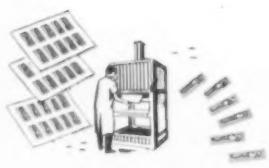
Without obligation, send us a few samples of your product and we will package them and return them to you promptly for your inspection.

A method of packaging, for visual display, with product protection costs less than any other known method. One machine with 2 operators packages up to 40,000 pieces in 8 hours.

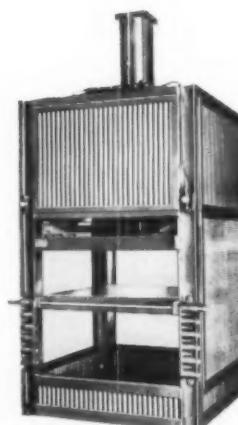
Skin packaging evacuates all air from around your product directly through the printed cardboard; it is not necessary to punch holes through the board.

The entire process w/ skin packaging is protected by pending U.S. Patents.

Machine can be used w/ any vacuum forming problem -- advertising displays, counter bins or racks, signs, blisters for blister packaging, etc.



FOR TRIMMING VACUUM FORMED SHEETS AND CARDBOARD



MODEL A.P.M. P36  
PRICE \$4,700.00  
(F.O.B. Our Plant, Chicago, Ill.)

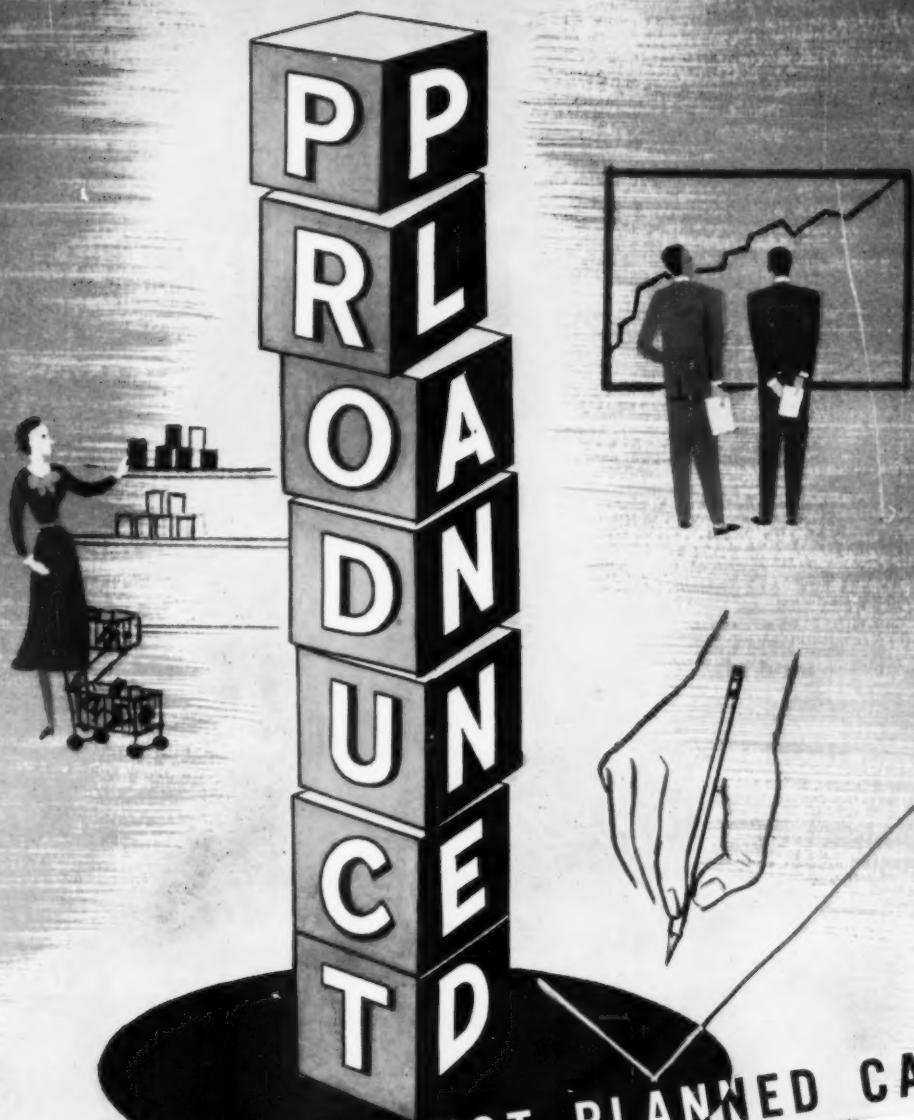
### → ABBOTT'S NEW DIE PRESS... →

**ABBOTT PLASTIC MACHINE CORP.**  
Sales Offices: 6322 North Clark Street, CHICAGO 26, ILLINOIS

For The Security Of Experience, Insist On ABBOTT

Guaranteed to be the Highest Production Vacuum Forming Machines on the Market

ABBOTT'S 2 Working Tables Afford DOUBLE Capacity



PUT HEEKIN PRODUCT PLANNED CANS  
THROUGH EVERY TEST . . .

**P**UT Heekin Product Planned Cans through every test. You will find that the Heekin Can planned for your product will be in first place. Heekin research laboratories serve you with facts that mean profits for you. Call Heekin to find out the latest in metal packaging in your industry. Heekin Product Planned Cans . . . plain or lithographed . . . are planned for your profit. Let us assist you.



# HEEKIN CANS

THE HEEKIN CAN CO. PLANTS AT CINCINNATI & NORWOOD, OHIO; CHESTNUT HILL, TENNESSEE; SPRINGDALE, ARKANSAS

*The cap with*

*This bottle's  
been opened!*



# *the Built-in Burglar Alarm*

## **ALCOA PILFERPROOF**

With the first opening twist of an Alcoa® Pilferproof Closure, the slotted band breaks away from the cap, giving instant and lasting evidence of opening.

This band is a built-in burglar alarm guarding the quality of your product. An intact band says to your customer, "Factory pure!" A broken band says, "I've been opened!"

Rolled on at high speed, to form an airtight seal, Alcoa Pilferproofs are made of pure, non-toxic Alcoa Aluminum. They are tailored to the threads of each individual bottle . . . sealing both top and sides.

Is your present bottle cap loafing on the job — or does it work to help sell your product? Alcoa Pilferproofs give your salesmen an *additional sales point* because they assure customers that the quality delivered is the same as the quality you bottle-in!

Call your local Alcoa sales office for more information. Ask for the free catalog, *Alcoa Closures*. Aluminum Company of America, 1705-H Alcoa Building, Pittsburgh 19, Pa.

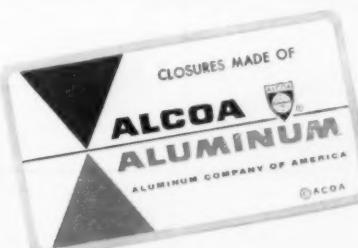


*Export problems are lessened when you use Alcoa Pilferproof Closures. Tampering and pilfering are discouraged because the burglar alarm band tells instantly if the bottle has been opened. You can promise delivery, as bottled, with Pilferproofs.*



*Customers reach for products capped with Alcoa Pilferproofs. The exclusive burglar alarm band is a guardian of quality that assures the customer of factory-pure contents.*

*Your Guide to  
Aluminum Value*



# Success of aerosol importance of a



Here's why an aerosol package is more than a container



**ANY GOOD PACKAGE** should protect the product against breakage and spoilage or evaporation . . . and retailers surveyed recently gave aerosols an extremely high rating for this protection.



**BUT**, above and beyond protecting the product, an aerosol package is new and interesting. It catches the customer's eye. And there's plenty of room for an informative, sale-clinching label.



**AN AEROSOL PACKAGE** is ideal for burn lotions. Customers across the country are going in a big way for the no-dabbing, no-swabbing convenience of the easy aerosol dispensing method.

# burn lotions shows working package

**Ask Du Pont how aerosol packaging can make your product more effective and push up sales**

Easy application is vital to the successful sale of burn lotions—and the right kind of packaging is essential to easy application.

Aerosol containers get the lotion right to the sore spot—without swabbing or dabbing—at the push of a button . . . spraying the product with precision right where it will do the most good.

Burn lotions are just one class of products in which the aerosol way is helping manufacturers keep their packaging abreast of new market trends. And the trend is definitely toward aerosols—in cans, glass bottles and plastic containers. Now that low pressure aerosols are possible in bottles, cosmetic manufacturers are moving fast toward a more glamorous package.

Aerosols can mean better looks in many ways. New display possibilities open up for the retailer when he has fresh, eye-catching container shapes to work with. Colognes and drugs, paints and insecticides, deodorants and a host of other products are going into aerosols . . . and up in sales.

#### CUSTOMERS WANT AEROSOLS

Sales charts tell the story better than words. They prove that customers want aerosols. They want aerosol neatness and convenience. They want aerosol effectiveness. More and more manufacturers are studying the aerosol field. It will pay you to give it a close look.

Available to you when you're evaluating

aerosols are two excellent sources of information: Du Pont and contract loaders. We'll put you in touch with loaders who will give you the benefit of their experience in packaging a wide variety of aerosol products—help you with formulations, selection of containers.

Du Pont manufactures "Freon"® fluorinated hydrocarbon propellents—the most widely used of all aerosol propellents—and can put at your service a sound, over-quarter-century background of experience. We'll help you select the one or more "Freon" propellents best for your aerosol product. You can be sure of getting the particle size you want . . . sure of maximum safety. "Freon" propellents are nonflammable, nonexplosive, virtually nontoxic.

#### DU PONT AEROSOL MARKET SURVEYS

Every year Du Pont surveys the aerosol market—accumulating a wealth of data to help you plan your marketing and distribution policy. These surveys show you how the public is responding to aerosols and how much dealers prefer them. Invaluable help for manufacturers contemplating entry into the aerosol market.

It will pay you to take a long, searching look at the aerosol market. Send for your copy of "Package for Profit"—the fact-packed booklet on aerosol packaging. Clip and mail today the coupon below for your convenience.



KINETIC

**FREON**

SAFE PROPELLENTS

"Freon" is Du Pont's registered trade-mark for its fluorinated hydrocarbon propellents

REG. U. S. PAT. OFF

**DU PONT**

Better Things for Better Living... through Chemistry

PIN THIS COUPON TO YOUR COMPANY LETTERHEAD

E. I. du Pont de Nemours & Co. (Inc.)  
11500 Nemours Bldg., Wilmington 98, Delaware

- Please send your booklet on aerosol packaging, "Package for Profit."
- I am interested in market-research data.
- I am interested in learning how I can get technical assistance.

The type of product I have in mind for aerosol packaging is \_\_\_\_\_

Name \_\_\_\_\_

Position \_\_\_\_\_ 100



# NOBODY HAS AS MUCH EXPERIENCE AT MOLDING POLYETHYLENE AS

# TUPPER!

The logical molder for you to consult regarding that product or package of yours which is to be made of polyethylene is Tupper. Tupper has done more than any other molder to make molded polyethylene a practical reality.

Aside from having designed, patented, and promoted successful seals, closures, and dispensers for polyethylene containers, the Tupper Corporation has vast experience in every phase of polyethylene packaging and polyethylene injection molding. This experience will be of major importance in improving your product, in reducing your costs, when Tupper goes to work for you.

Tupper's combination of experience, technical ingenuity, and the most modern equipment is at your service for the custom molding of your product in polyethylene. You can do no better than the best ... and the best at molding polyethylene is Tupper!

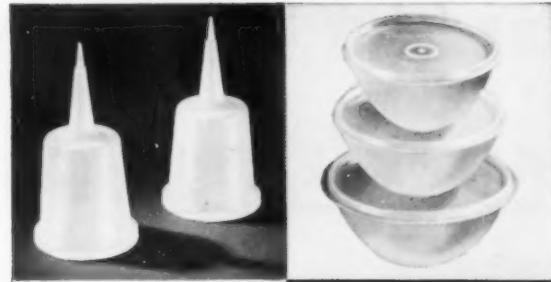
**TUPPER!**  
TRADE MARK

## TUPPER CORPORATION

Manufacturers of — CONSUMER, INDUSTRIAL,  
PACKAGING AND SCIENTIFIC PRODUCTS

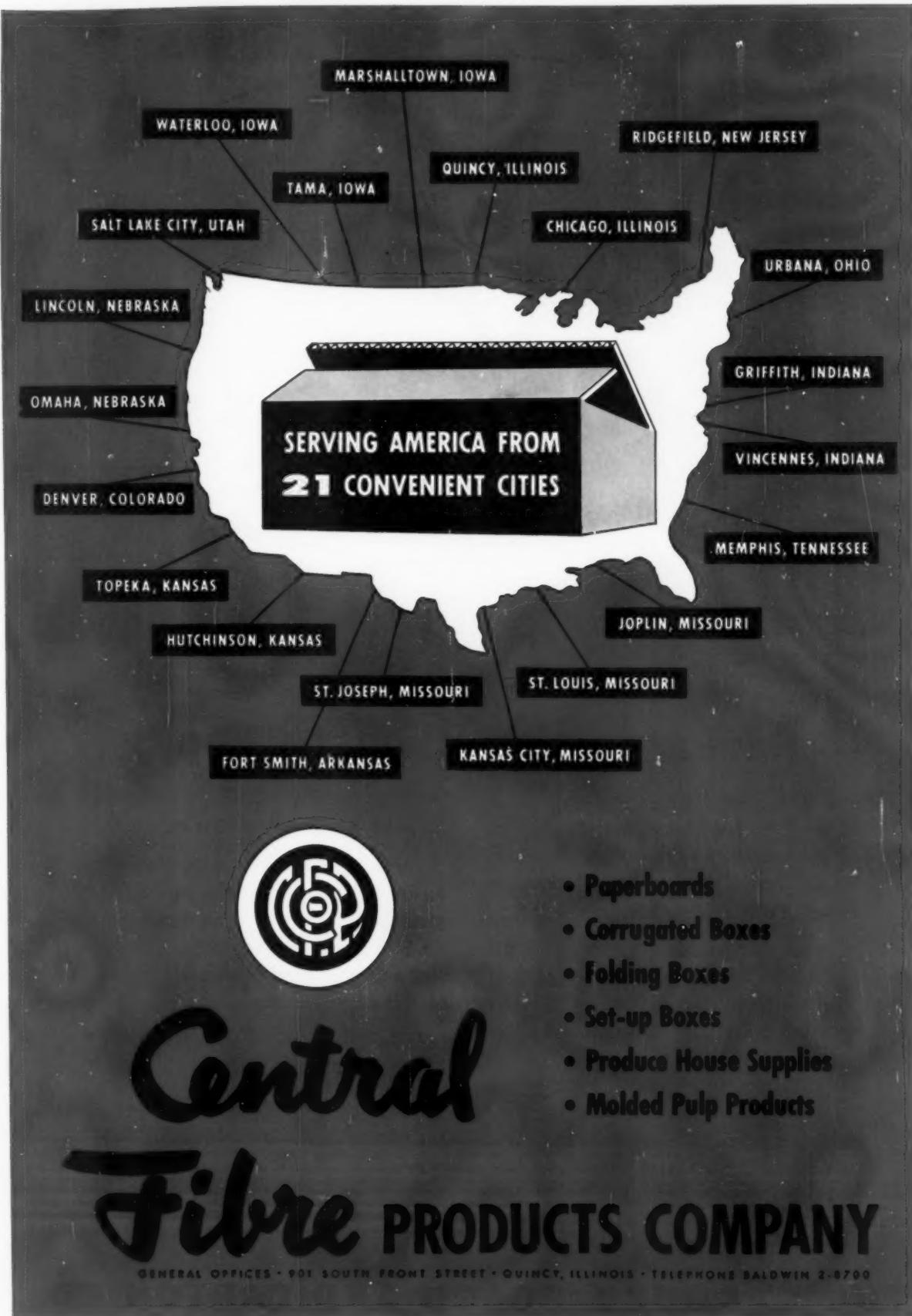
Factories, Laboratories and Sales Offices:  
Tannumsville, Mass., Orlando, Fla., L'Epiphanie, P.Q.  
Showrooms: 225 Fifth Ave., N. Y. C.

Address all communications to: Dept. MP-8



Tupper Seals are air and liquid-tight flexible covers. The famous Pour All and Pour Top covers are designed for easy dispensing. They are made in sizes to fit all Tupperware containers.





- Paperboards
- Corrugated Boxes
- Folding Boxes
- Set-up Boxes
- Produce House Supplies
- Molded Pulp Products



## Packages that almost "Pop"!

After all your work in creating a fine product—after all the advertising and merchandising dollars you've spent—it's at this moment of selection that a sale is often won or lost.

Does your package "pop"? If not off the shelves—at least into the minds of those who see it? Does it excite interest? Does it create desire? Does it win the ceaseless

battle of the competition that surrounds it?

Unless your answer to these questions is an unhesitating "yes!," let Gardner in on the problem as so many American manufacturers do. First step in this direction is an interview with a Gardner representative. He has many ideas in sales-powered packaging, and he will call at your convenience. Why not write?



*Many of America's greatest products go to market in "Cartons by Gardner"*

GENERAL OFFICES: Middletown, Ohio—PLANTS: Middletown, Ohio; Lockland (Cincinnati), Ohio  
SALES OFFICES in Chicago, Cleveland, New York, Philadelphia, Pittsburgh, St. Louis, Greensboro, N. C.

**THE GARDNER BOARD AND CARTON CO.**



*Manufacturers of Folding Cartons and Boxboards*

Kroger  
OYSTER CRACKERS

TEAR BACK  
TO OPEN PRESS HERE

Kroger

# OYSTER CRACKERS

*For Soups and Chili*



Try Kroger  
**CHILI CON CARNE**

THE MAIN DISH  
FOR QUICK MEALS

NET WEIGHT 1 POUND

INGREDIENTS: FLOUR, SHORTENING, LEVENERING, SALT, MALT, YEAST. MADE BY THE KROGER COMPANY.

FROM THE GARDNER GALLERY OF FAMOUS AMERICAN PACKAGES



## Designed to Sell

This striking design on Nashua's high gloss Enamalock waxed wrapper sells with vivid effectiveness. The pictorial quality of the package and lifelike colors, unusual in a waxed wrapper, swing split-second buying decisions to "Cobakco".

For perfect reproduction over an entire press run, Nashua has paced the field in the use of such control devices as the Scan-A-Web (left). This unique instru-

ment arrests and magnifies the design as it flashes through the press, to insure precise registration.

Put the "Power of Packaging" to work for your product. Call in a Nashua representative and see this illuminating presentation. Nashua Corporation, 44 Franklin Street, Nashua, New Hampshire. In Canada: Canadian Nashua Paper Company, Ltd., Peterborough, Ontario.



40 YEARS OF CREATIVE PACKAGING



**NASHUA**  
Corporation

August 1955, Vol. 28, No. 12

**WHAT'S IN HIS MIND?** Advertising men are getting increasingly interested in what packaging techniques can do for them and are posing some pointed questions for packaging people. Here, Ray T. Bailey, advertising manager of Borden's Starlac, ponders his product's latest package and most recent ads.



## Advertising and the package

What advertising people need to know to carry on  
their brand-to-brand combat in the marketing arena

A package can do many, many things. It can protect, display and dispense a product. It can make the product easier to handle in the store, easier to ship, easier to use. It can apportion it into convenient consumer units. In the broadest sense of the word, it can make the product more attractive—and therefore more salable.

These are the elementary facts which every packager knows by heart. But there is at least one more function that a package has that is not always so obvious or so universally recognized: more than ever today it

can be—and must be—both a vital advertising medium itself at the point of sale and the indispensable key to advertising pre-sell in all other media.

The advertising department and the agency, in well-organized companies, have always had a voice in packaging decisions. But today that voice is being heard with ever greater authority. For it is recognized now that the kind of package which is used and the sort of advertising which is employed for a product are interdependent; upon the handling of one depends the handling of the other.

This tie-up between advertising

and packaging works in two directions: the package or a new packaging device may be the subject of the whole advertising campaign; and, on the other hand, the theme of an advertising program often is continued right onto the package itself, with reminder pictures and copy appearing there in order to clinch the pre-sell right at the moment of final buying action.

There is, too, a more subtle connection between advertising and the package. Today's advertising is becoming more and more visual in character: television is an ever more



**WHERE CARRY THE 'SELL'?**  
Colgate and Jello-O ads and packages demonstrate two extreme approaches. Colgate uses hard-hitting, lengthy copy in ads, only the name on package. Jell-O uses "teaser" ads, more copy on carton.



dominant factor; printed advertising is putting increasing emphasis on large photographs, four-color cuts and other striking illustrations. At the same time, *buying* is becoming more visual. As self service spreads out in all directions, customers are attracted to products more than ever by sight rather than by name.

The one essential link between visual advertising and visual buying is, obviously, the package itself. It is the package which the customer sees in the ad; it is the package whose image he carries in his mind; it is the package which he sees in the store and—with today's almost total lack of clerk suggestion—himself picks up and buys. So, naturally enough, packaging and advertising are becoming more and more closely related to each other.

This means that advertising men

are getting increasingly interested in all the phases of packaging and what packaging techniques can do for advertising. By the same token, alert packaging people are becoming increasingly aware of the special requirements of advertising and the ways in which packaging can lend a hand. It is a fact of life worth repeating once again: a package cannot succeed without good advertising to back it up and an advertising campaign cannot be successful without a good package to advertise in the first place and to clinch the sale in the second place.

The special interests of advertising people, then, must be made clear to everyone concerned with packaging. The advertising man's special knowledge of marketing, his awareness of the special advertising uses to which packages may be put, his concern with

the ways in which competitors are operating—all these should be carefully considered.

Just what are the specific angles that advertising people are most interested in? What goes through the advertising man's mind when he sits in on a company packaging conference?

To get some idea of what these people are concerned about these days, MODERN PACKAGING has talked with advertising and marketing men in several different fields and with advertising agency representatives.

What they have to say does not, of course, boil down to any list of simple, clear-cut, universally applicable principles; everyone's particular product has its own particular market and its own set of special merchandising problems.

What one man may have thought very important in his field quite possibly would be of less interest to those concerned with a different sort of product. But we have listed a number of the questions with which advertising people are concerned, not in every case for the ideas themselves—some of which must be all too obvious to the alert packager—but for the glimpse they may give into the workings of the advertising man's mind, by demonstrating the types of things in which he is most interested.

- **How much copy?** One question we found that seems to stir up some of the strongest differences of opinion is that of long vs. short advertising copy. This has often been a subject of much

**CLOSE AD-PACKAGE TIE-UP** is demonstrated by this campaign for Borden's Starlac. One of the panels in the advertisement at right shows how carton will look in the store; back of carton itself repeats one of the other panels used in the ad.



MODERN PACKAGING

Advertising can use a package

## Different ad approaches

discussion in advertising circles and apparently it can apply to packaging, too.

In brief, the argument goes like this: should a company use a heavy barrage of strong, hard-hitting advertising with a lot of copy, designed to pre-sell a customer on a particular brand of product; then follow this up with a package that is simple, dramatic and eye catching to grab his attention in the store—a package that attempts little except a visual reminder of the advertising illustration? Or should it use advertising of the clever, eye-catching variety—aimed mainly at creating a favorable attitude toward a product without the use of much actual copy—and relegate to the package the job of telling the product's story?

As we said, there are good arguments on both sides of this. Advocates of the first line of attack ("hard-sell" ads and "billboard" packages) believe that advertising is the best way of selling a customer. "Leave the emotions and appeals to the ads, not the packages," they say. Or you may hear a comment such as this: "The 'impulse' in impulse buying is a result of previous conditioning and not the effect of an irresistible package seen for the first time on market shelves." Packages, they believe, should serve only as reminders to customers already thoroughly pre-sold by advertising.

On the other side of the fence, those who feel that hard-hitting copy on the package itself is of more value than any other kind of advertising copy say that the impression made on the customer at the time closest to when he actually makes his final buying decision—in the store—is the most important one. "The package should shoulder more and more of the selling job," they say, pointing out that the space available on a package for sell copy is just about the cheapest advertising space any manufacturer can use.

As examples of these differing points of view, we have illustrated on these pages typical users of the two approaches: Colgate tooth paste and Jell-O.

Colgate, subscribing to the long-ad-copy theory, packs a heavy load of sales arguments into a half-page black-and-white ad and uses a package that plays up the name "Colgate Dental Cream with Gardol" in largest possible type, but says absolutely



**ESTABLISHED PACKAGE**, Gerber's 4-in-1 cereal assortment, gets follow-up in current ad, even though package has been on market for some time.

**NEW PACKAGE** for Bristol-Myers' Ban has ad giving a big play to package form, even using a layout which is modeled after the package itself.



nothing else about the product except the legal requirement of identifying—in the smallest possible type—the jaw-breaking chemical name of the "active ingredient." You have to read the ads to know what Gardol will do for you.

General Foods' Jell-O, on the other hand, uses simple but catchy full-color mass-magazine ads, with very little copy. The one illustrated, which contains just 23 words of copy, is typical. The approach has always been just to catch the reader's eye and remind him of the product and its flavorful taste. But look at Jell-O's package: in space no greater than that on the Colgate carton there is room for lengthy directions, sell copy on a new feature, suggested recipes and a repeat of the slogan "Now's the time for Jell-O"—all designed to win over the shopper at the point of sale.

These are two extremes in approaching this problem; most packages set a course that lies somewhere in between.

Since Jell-O and Colgate Dental Cream are both the world's biggest



**WORLD'S CHEAPEST** advertising space—the package itself—is used to good advantage by Procter & Gamble. Back panels of these four P & G soap and detergent cartons use copy and picture that resemble those in magazine advertisements.

## Advertising can use a package



**ON TV.** Famous Old Gold dancing cigarette packs are one unusual method of showing package in action.



**ON BILLBOARDS.** Dr. Pepper signs are typical of growing use of giant 3-D reproductions of packages to catch motorist's eye.

sellers in their product fields, it is impossible to say that either approach is wrong. Differences in selling requirements between a food and a toiletry may account to some extent for the divergent techniques. Foods must have "how to use" information and suggestions, and the package is the only practical place for it. On the other hand, everybody knows how to use tooth paste and brand loyalty—once the user is convinced of the product's merits—is much stronger in toiletries than in foods, for which housewives like to "shop around."

It should be noted, too, that clean, bold, poster style is the aim of every package designer today and this has had its effect on the package-vs.-ad copy question. Jell-O, of course, like any good package, has a clean display face.

The Colgate carton demonstrates how firmly this company believes in the stark, bold, poster-type package design. Gardol is an anti-enzyme ingredient which has millions in research and advertising (including some priceless *Reader's Digest* publicity) behind it. Obviously, Colgate considers its pre-sell completely effective and believes that it is better not to clutter the package with anything other than the name.

Incidentally, it is only recently that the name "Gardol" has come up to the display panels to share the billing with "Colgate Dental Cream"; for many months after the new ingredient was launched, it was mentioned only in a small-type paragraph on one back panel. Now all six sides of the carton, which has a new and more vibrant red color, are essentially nothing but display panels—making sure that the

billboard name will be seen no matter how the package is placed on a shelf.

• **What kind of picture?** "The trend is more and more toward featuring the package most realistically in advertising to enhance recognition by customers when they're in food stores," a marketing expert for one of the largest food companies tells us. This should come as no surprise. As we have mentioned, the visual natures of today's advertising and today's selling need the clearest and most quickly recognizable link; almost always this must be the package itself.

To realize how universally accepted this principle has become, note the results of this quick spot-check of the ads for packaged goods in recent issues of three large-circulation magazines:

In *Ladies' Home Journal* there were 92 ads more than a half-column in size for packaged goods and 81 showed a picture of the package, with

5 of these taking up more than  $\frac{1}{4}$  of the ad.

23 using from  $\frac{1}{16}$  to  $\frac{1}{4}$  of the space and

53 being smaller in size.

In *Life*, there were 61 such ads, of which 56 showed a picture of the package, with

2 of these pictures taking up more than  $\frac{1}{4}$  of the ad.

20 from  $\frac{1}{16}$  to  $\frac{1}{4}$  and

34 being smaller.

In *Woman's Day*, there were 66 packaged-goods ads and 63 had pictures of packages, with

7 using  $\frac{1}{4}$  or more of the space,

31 from  $\frac{1}{16}$  to  $\frac{1}{4}$  and

25 smaller amounts of space.

Pictures of the package itself, we can see, are featured in an overwhelming percentage of today's magazine advertising. On television the proportion is probably even greater. Advertising men, consequently, are vitally interested in how a package will appear as an essential focal point in each individual advertisement or commercial.

A good design, it should go without saying, will be good anywhere—on the shelf, on television, in a magazine.

A poorly conceived design, however, will be that much worse as it is inflicted upon consumers in today's deluge of advertising of all kinds.

**AS GIANT REPLICA.** Big molded rubber dummy bottle of Burgermeister beer is used for many unusual advertising purposes.



*in many different ways*

PHOTO COURTESY HINE & DALCHI



**ON COUNTERS.** Display used by Squibb is example of close tie-in of ad and package at the point of sale.

The advertising man is vitally interested in seeing that the package design is such that it is distinctive, memorable and readily reproducible in any process or medium.

• **Does it have promotable new features?** "Marketing a new kind of package is an excellent way for an established product to increase its share of business," says William Eastham of Lever Bros., a company which has had striking success with this type of advertising. An improved package or convenient packaging device can sometimes be the one thing, advertisers are beginning to realize, which will make one long-familiar product a bit more enticing to consumers than its equally long-familiar competitors.

As far as the product itself is concerned, rapidly improving manufacturing methods today often make it very difficult for consumers to distinguish one good-quality brand in a particular group of products from another. Cost is usually about the same. This presents the advertising man with a basic problem: how can his product be represented as more desirable?

Advertisers have made searching studies of how well consumers remember the advertising claims of different products and, interestingly enough, they usually find that the product having the largest sales in any one commodity group will have attributed to it (by at least a certain number of people) all the claims made by all the competing products in the group!

A new packaging feature—radical new function, convenient opening device, new kind of closure, new package material—any of these can be the

peg upon which a pay-off advertising campaign can be based. It is a safe bet that the sudden rise of intriguing new package forms such as the squeeze bottle and the aerosol has been spurred as much by advertising-department demands as any other factor; in some cases, such pressure has, unfortunately, led to misapplications.

New packages can be publicized in a multitude of different ways,<sup>1</sup> even though this type of campaign is, by its very nature, temporary. A successful new package will be quickly imitated and its promotional value will grow less. Then it's time, the advertising man feels, for another package improvement. The initial edge that is gained often may be something to be reckoned with, however. The usual technique is to introduce the new packaging feature with a big splash, then continue to promote it in more modest fashion as time goes on.

Timing, of course, is one of the essential features when advertising is based on packaging improvements. An advertising campaign that breaks before a new package is on the market can lead to an assortment of embarrassments. That's one obvious reason for close liaison.

• **How will it fit into the different media?** We have mentioned the increasing use of the familiar visual advertising media—television, magazines, newspapers. A package that is easily recognized and reproduced, and adapted to dramatic visual demonstration, is more important today than ever before. The most effective television commercials, feels one well-

known marketing expert, are those in which the package itself is shown in actual use.

Outdoor billboards and car cards, on which the amount of actual word copy cannot be very large, can make very good use of a giant picture of an easy-to-recognize package.

Counter and window displays and other point-of-purchase sales devices can pin down an advertising sales message by combining a repetition of an advertising theme together with an actual display of packages of the product.

Replicas of packages themselves,<sup>2</sup> sometimes of heroic size, can also (*This article continued on page 177*)



**IN RAILROAD STATION.** Mechanical demonstration of new Marlboro "flip-top" pack is Grand Central eye catcher.



**ON STORE POSTERS,** Lever Bros. uses this sheet to give added promotion to new red-and-gold label for Spry shortening.

<sup>1</sup> See "Publicizing the Package," MODERN PACKAGING, July, 1949, p. 71.

<sup>2</sup> See "Giant Package Replicas," MODERN PACKAGING, June, 1955, p. 102.

# Bar soaps in foil: a trend?

With five brands now using gleaming metallic wrappers, the industry wonders which may be next



PINE-SCENTED SOAP, introduced by Wilson & Co. makes good use of aroma protection offered by foil. This bar uses a silver-colored aluminum wrapper, in contrast with gold employed by others.

The soap industry, highly competitive and highly sensitive to packaging trends, is watching closely the apparent rise of aluminum foil as a wrapper for toilet bars.

The history of aluminum foil in packaging shows repeated instances in which it has swept through an entire product field after one aggressive brand adopted it and promoted both its sparkling appearance and its functional and protective features. This has happened in dried fruits, in bottled beer and in several other groups of products.

The soap industry itself well remembers what happened when Colgate's Ajax cleansing powder appeared a few years ago in a gleaming red-and-white foil label, forcing practically all competitors to follow suit. And it knows that, because of smart promotion by the aluminum industry, foil ranks higher than ever today in the consumer's mind as a connotation of quality.

Actually, foil on a bar soap is not a brand-new idea. It has been used since 1952 on Creamade, a deodorant cold-cream bar made by a division of Wilson & Co. What has suddenly sparked interest is the recent appearance of sparkling gold-colored aluminum foil on Lever Bros.' Lux toilet soap—a bar which for many years has ranked either first or second in total sales—plus rumors of foil wrappers "in the works" for several other leading brands.

There are now at least five foil-

wrapped bars on the market, including a second Lever Bros. brand, Dove, a new-formula soap for which the company has high hopes. Others are Wilson's Jesco Pine and White King's cold-cream facial bar.

Soap men who are interested in or have already adopted foil say that there are reasons beyond the eye-catching brilliance of the metal surface.

They also point to the fact that aluminum foil can do a number of specific things to prolong shelf life. It can help retain the soap's moisture, to keep the bar from drying out and cracking and, at the same time, prevent a white bar from becoming discolored. Even more important, they feel, is the possibility that a foil wrapper will preserve a soap's aroma for a longer time than can the usual paper covering.

Soap makers feel that improved protection is worthwhile for two reasons: a characteristic aroma often is the most important consumer selling point for a particular toilet soap and the perfumes used to create this scent often may be the most costly of all the ingredients used in the bar's manufacture.

Structure of the bar wrap itself and the mechanics of applying it have not been changed, other than the substitution of a foil-paper lamination for the plain paper which formerly comprised the outer layer of the conventional three-ply (tissue, paperboard, paper) wrap. In all but one of

the new packages, this outer wrapper is glued, rather than heat sealed, since the soap companies feel that many soaps "sell by smell" and they want consumers to get a small hint of the soap's fragrance without removing the wrapper.

Even though no major new-equipment investment is entailed, adoption of a foil wrapper for a soap bar is by no means inexpensive. The packaging for this type of product may run as high as 50% of total cost, even without the use of foil. Foil, of course, is more costly than paper. And major users do not foresee any reduction in the price of aluminum foil in the near future. However, the first companies to turn to this new form of soap packaging feel that the added protection and merchandising possibilities are more than enough to balance off the added expense.

## Lever Bros.

Of all the foil-wrapper converts in the soap industry, by far the biggest splash so far is being made by Lever Bros. Co., New York. Its Lux Toilet Soap a few weeks ago discarded its familiar pink sampler-stitched paper outer wrap in favor of a brilliant new covering of gold-colored aluminum foil.\* It is this move that has stirred talk of a trend.

Lever's plunge into foil, heralded by a barrage of national advertising in all media, is the end result, the com-

\* See "Soaps and Cleansers," a MODERN PACKAGING Industry Survey, June, 1955, p. 106.



**FIRST FOIL-WRAPPED BAR** was Creamade, sold in Southeast since 1952 by Wilson & Co. It uses bright-colored aluminum foil to protect fragrance and color, to keep out moisture and to give extra display value.



**LEVER BROS.' NEW DOVE** toilet bar features this unusual convex shape. As yet only available in test-market areas, Dove is packaged in paperboard folding box overwrapped in gold-colored aluminum foil, printed in blue and white.

pany says, of long study and planning by Lever and its suppliers. Lux Toilet Soap, although for some years at the top in sales, had begun to feel the competition of such relative upstarts as Armour's Dial and felt that this was no time to be resting on its laurels. Consequently, this year has seen Lux introduce, virtually simultaneously, a new shape, new fragrance and new foil wrapper for its long-familiar bar.

As for the package itself, the time-honored "Lux" trademark is retained in blue and black cross-stitched lettering on all six sides, but the overall impression on the passing customer's eye is a shimmering gold surface, standing out in brilliant contrast to its conventional competitor on the shelf of a brightly lighted supermarket.

Although the proportions and the formula of the soap have been altered somewhat, to give it what Lever calls a "modern, easy-to-use shape" with a "delicate new fragrance," the packaging technique, save for the outer dress, is virtually the same as in pre-foil days. Each of the cream-colored bars is first wrapped in a waxed tissue inner liner, a paperboard stiffener is folded around it and these are enclosed and tack sealed in the final outer wrapping. The gold-coated aluminum foil is laminated to a special chemically bleached sulfate paper that has been wax treated for use with soap. All the processes are performed on conventional automatic soap-wrapping machines.

The new foil-wrapped Dove bar, which is now being test marketed in several areas of the country, is packed in a paperboard folding carton that is

overwrapped in heat-sealed aluminum foil.

Decorated in an unusual free-flowing pattern of gold, blue and white, the Dove wrapper features a white dove on its front surface. The product itself is of an entirely new type, featuring synthetic detergent ingredients, designed to make lathering easier in hard water, along with cleansing cream and soap in its formula. The

bar is white and opaque, and formed into a unique sculptured shape, with convex lines that are said to give the user a firmer, more comfortable grip.

#### Wilson & Co.

The first known use of aluminum foil for a toilet-bar soap was by J. Eavenson & Sons, Camden, N. J., a division of Wilson & Co., the Chicago (This article continued on page 188)



**LATEST ENTRY IN FIELD**, now being test marketed on the West Coast by White King Soap Co., is this renamed and repackaged bar. Other soap manufacturers are rumored to be readying foil-wrapped products.

**BIG AD PUSH** is backing up new gold-colored foil wrap, as well as new shape and formula for Lux Toilet Soap, long the leader in toilet-bar field. Familiar cross-stitched lettering is retained.





**SLIDING COVER** on Upjohn's two-piece molded plastic kit package used for Readicillin and Sulfa-Readicillin exposes three of the 10-cc. samples at each end; convenience encourages physician to carry and use product. Lugs prevent the cover from sliding off.

## Designed for the doctor

Molded plastics find admirable application in two drug kits; set-up box dramatizes function of a new sedative treatment

Three new types of packages recently introduced by two major pharmaceutical manufacturers for the sampling and convenient dispensing of ethical drug products by physicians illustrate some of the considerations involved in this specialized type of packaging today.

These packages also incorporate several design and construction features having possible application to various other types of products where container re-use and convenient access to the product are important.

While detailing packages intended for physicians are traditionally conservative and ethical in appearance, in keeping with professional taste and standards, there is no rule against their being attractively designed and adequately identified. Thus, although restraint is the customary approach in packages intended for use by the medical profession, pharmaceutical manufacturers usually insist that such packages unmistakably identify the supplier as well as the medical preparations themselves.

### Parke, Davis

In developing its new Steri-Vial case, Parke, Davis & Co. wanted a package which could be distributed by company salesmen to internes and

resident physicians who are completing their work in the hospital and are preparing to go out into practice. Molded of eggshell-white polystyrene, the case is made in three parts, including the main base section, a hinged cover with integral catch at the front and a hinged tray in which five of the Steri-Vials are held in individual compartments. These are glass vials with rubber diaphragm caps through which a syringe may be inserted for convenient, sterile dispensing of solutions or suspensions in parenteral therapy. Supplied in these containers—one of 30-cc. capacity, the others of 10-cc. size—are Adrenalin Chloride solution, Benadryl Hydrochloride, Combex Parenteral solution, Theelin R-P and Chloromycetin Intramuscular solution.

Hinging of the compartmented tray, so it can be revolved vertically through a 90-deg. arc, makes for greater compactness and increased convenience in the entire container, since the bottles lie on their sides when the case is closed and stand upright when the tray is lifted to its open position. Two additional compartments within the main lower section of the case, adjacent to the spring-type hinges which hold the cover firmly open, are for glass containers

holding 400,000 units of S-R Procaine Penicillin and Buffered Penicillin for aqueous injection and 24 Carbital Kapsel sedative tablets.

Measuring only 6½ by 3¾ in. by 1½ in. deep, Parke-Davis' Steri-Vial case fits easily into the physician's medical bag and is sufficiently sturdy to withstand prolonged usage. Its original clean, attractive appearance may be easily maintained by occasional wiping with a damp cloth. Its compact design enables the doctor to carry with him, in conveniently accessible form, a variety of drugs needed to handle frequently encountered conditions. Rapid administration of the various drugs is facilitated by the arrangement of the containers within the case. Also included in the package is a booklet listing the many products available from Parke, Davis in Steri-Vials, along with detailed information concerning those products included in the kit.

For identification purposes, the hinged cover of the case includes the name of the company across the bottom, supplemented by the company's trademark and slogan, *Medicamenta Vera*—“Truth in Medicine.” These design features, molded in relief on the cover, are colored gold for sharper contrast and legibility against

the white background. The plastic case is enclosed in a chipboard folding carton which includes, on the printed end flaps, company and product identification, plus such details as lot number and expiration date.

### Upjohn

Also molded of polystyrene, although considerably different in design and construction, is Upjohn's new Readicillin, Sulfa-Readicillin Starter Dose Case. In developing this container, Upjohn had several major objectives in mind. First, the company desired to provide the doctor with a convenient, attractive and durable case containing six samples of Readicillin and/or Sulfa-Readicillin with which to treat patients on house calls. Secondly, the company wished to make available to the patient a bottle containing one dose which the doctor administers during a house call and another dose to be taken four hours later, thereby providing the night patient with sufficient medicine to last until a prescription can be filled at the drug store.

It was also necessary to produce a sample which should result in an Upjohn product specification (Rx) for each sample distributed, or six prescriptions per case, while making it possible for the doctor to use either or both types of products in the case.

From the design standpoint, basic criteria set up for this package included professional appearance, dis-

creet but unmistakable product and company identification, convenient size, durability and incorporation of individual compartments designed for easy removal of bottles but preventing rattling and possible bottle breakage. Finally, it was necessary that the cost of the case be commensurate with the amount of business which it was designed to produce.

These specifications were met by designing the molded plastic case in two parts—a compartmented tray which holds half-a-dozen 10-cc. sample bottles of the product and a sliding cover which opens only halfway from each end, exposing three of the bottles simultaneously. The overall dimensions of the case, which requires but little space in the physician's bag, are 5½ by 3½ by 1½ in. The base is a light tan in color, while the sliding cover is brown. Grooves along the lower edges of the cover snap over horizontal rails along the base, permitting the cover to slide freely. Small offset lugs molded on the inside surface of the cover contact the ends of the base when the top is moved to either end of the package, which prevents the cover from coming off.

The Upjohn name and the trade names of both types of products dispensed from the case are molded in relief on the cover of the container and colored gold for greater legibility. Doctors who use both products can put three Readicillin containers in one

end of the tray and three Sulfa-Readicillin in the other. In the Upjohn plant, some cases are packed with six 10-cc. Readicillin and others with six 10-cc. Sulfa-Readicillin, thereby reducing losses which would occur by packing three of each per case and distributing to some doctors who use (This article continued on page 196)

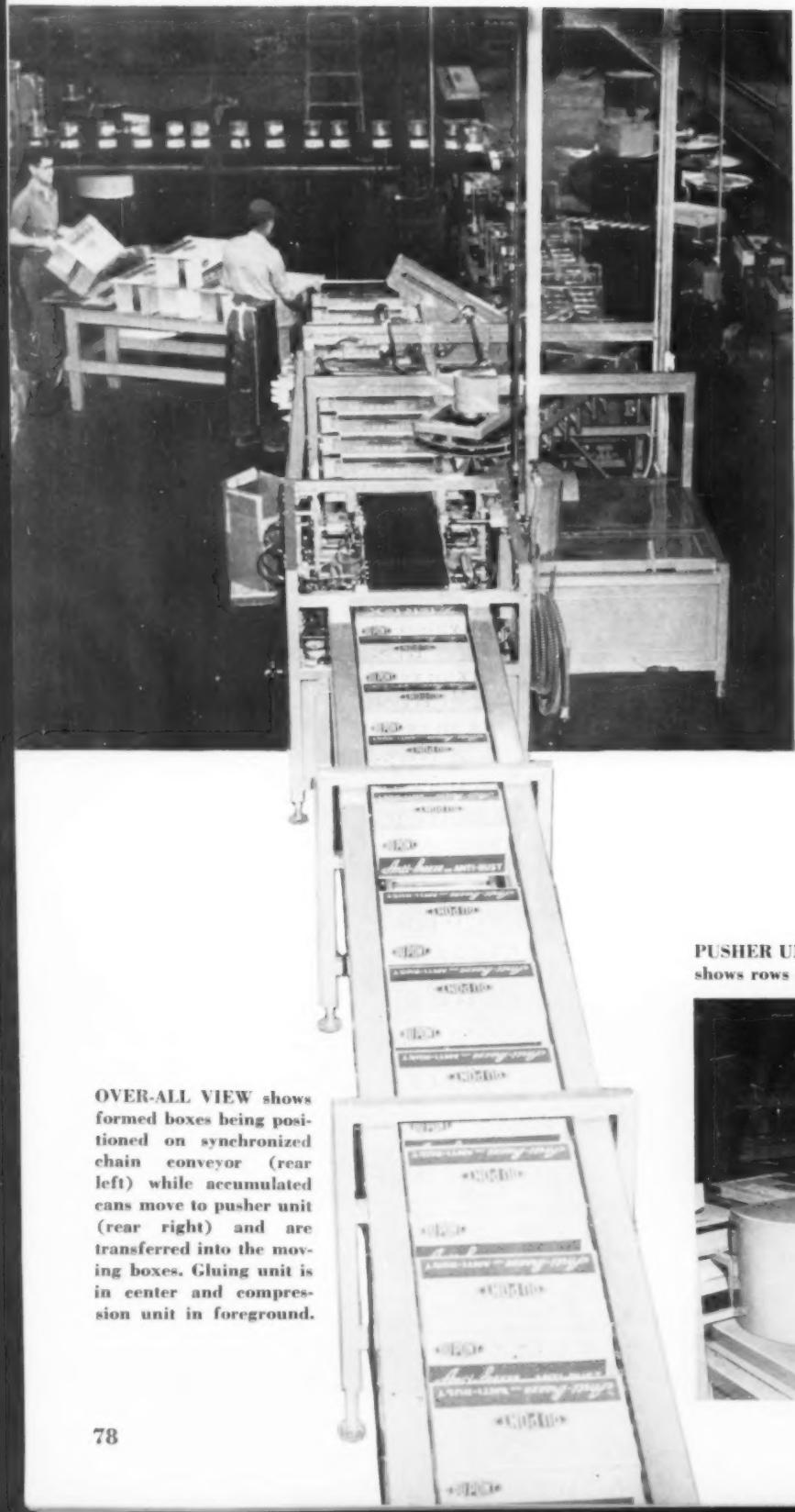
**HINGED INNER TRAY**, which swings up and out to permit easy removal of bottles, is feature of Parke, Davis' elegant and compact Steri-Vial sampler case which, in space of 6½ by 4 in., provides the doctor with seven drugs frequently needed on house calls. Molded of eggshell-white polystyrene, case has raised gold lettering on cover.



**SHOWMANSHIP** is found in set-up box used to introduce Upjohn's Reserpoid, a new tranquilizing drug. Simulating a carpenter's level, the wood-grain telescope box suggests the function of the drug in keeping agitated and tense patients calm and "level." Note bottle of liquid, which simulates spirit level, and cellophane strip of pills, each of which appears in die-cut opening when the box is closed. A sample folder with the unit pack is passed out by the physician to his patients.



# Gallon-can



OVER-ALL VIEW shows formed boxes being positioned on synchronized chain conveyor (rear left) while accumulated cans move to pusher unit (rear right) and are transferred into the moving boxes. Gluing unit is in center and compression unit in foreground.

A new machine for packing 1-gal. cans of "Zerone" and "Zerex" Anti-Rust Anti-Freeze in end-opening corrugated cases has been developed jointly by Du Pont and a leading manufacturer of packaging machinery.

The principle is an outgrowth of the six-unit beer-can loader now widely used in the brewing industry, according to the machinery manufacturer. And reportedly, it is the first time a case loader of this type has been developed to put gallon cans in end-opening corrugated containers at high speed.

The device, known as the "end-opening case packer," has contributed to economies in materials at two shipping points for Du Pont Anti-Freeze, according to the users.

Before the first machine was installed—during the spring of 1954—"Zerone" and "Zerex" 1-gal. cans were packed in corrugated fibreboard cases which opened from the top and bottom. The inner and outer flaps on this style of container consumed a large amount of fibreboard.

By packing the cans through the narrow end of the case, the amount of fibreboard required per box could be substantially reduced, Du Pont engineers decided. The next step was to design machinery to take advantage of this principle in packaging.

The machinery manufacturer agreed

PUSHER UNIT moves cans into end-open boxes. Photo shows rows of cans at various stages of movement.



MODERN PACKAGING

# case loader

New end-wise packing effects economies in fibreboard  
that will pay for Du Pont's machine in a year and a half

to undertake the fabrication of the new machine. The first one was installed at Du Pont's Belle, W. Va., Works. Recently a second machine was set up at the Streett Industries, Inc., plant in St. Louis, which packages for Du Pont on a contract basis.

It is estimated that savings effected by the machine will be sufficient after a year and half of operation to pay for it. The machine is designed to operate at a rate of 150 gal. of Anti-Freeze a minute.

It runs quietly and continuously and receives a constant flow of cans and cases. In its operation, gallon cans of Anti-Freeze from the filling machine are accumulated and guided down three lanes. Pusher arms select six 1-gal. cans and push them into the open end of the moving box. The filled case moves into a gluer and from there to a 30-ft.-long compression unit. The entire machine has an overall length of 61 feet.

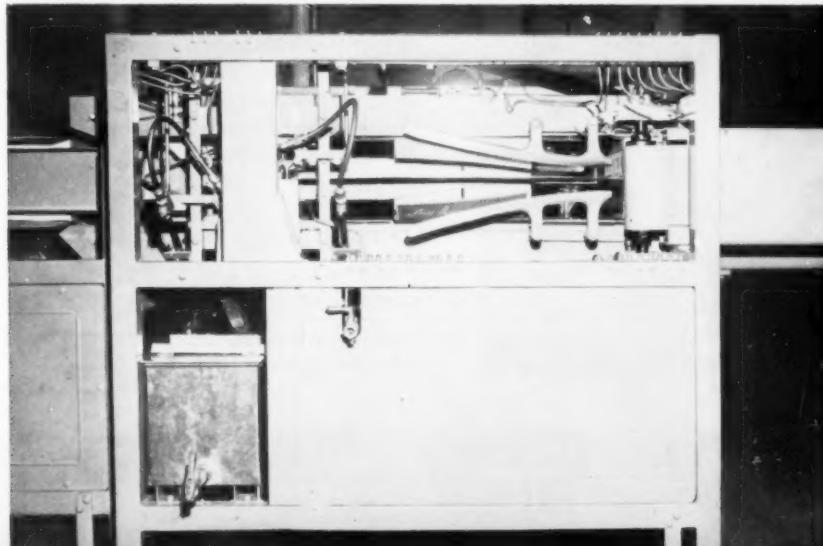
Microswitches are located at strategic points on the machine to prevent jamming of cans on the accumulating conveyor and to stop the packing operation if a case is missing or if fewer than six cans are delivered to the pusher arms.

CREDIT: Case packers built by J. L. Ferguson Co., Joliet, Ill.



IN THREE LANES filled 1-gal. cans of DuPont's "Zerex" Anti-Rust Anti-Freeze are accumulated ready to be loaded into cases in units of six.

GLUING UNIT closes the outer flaps of filled box after glue has been applied to inner faces. Receiving end of the compression unit is illustrated at the right.



# Design



## Glenmore's sea-going decanter

A broad-beamed "Captain's Decanter," designed to stay upright in the mightiest gale, has been introduced by Glenmore Distilleries Co., Louisville, Ky. It holds a half-gallon of Glenmore's Kentucky Tavern Bourbon for sale in States where half-gallon liquor sales are permitted.

The new decanter is a squat glass bottle with very low center of gravity, equipped with a glass stopper, which is being promoted for use on boats and outdoor terraces. Ceramic gold fired-on lettering, in old-fashioned script, permanently labels each bottle as a "Captain's Decanter," but other necessary information is printed on removable foil-paper labels on front and back of the neck.

A corrugated carrying carton, equipped with a handle of rope, is decorated with an anchor motif.

CREDITS: Design by Donald Deskey Associates, New York. Decanters by Owens-Illinois Glass Co., Toledo, Ohio. Labels by Consolidated Lithographing Corp., Carle Place, Long Island, N. Y. Cartons by Container Corp. of America, Chicago.

## Half-pint samplers for family of four chemicals



A group of miniature cans has been introduced by Solvay Process Div., Allied Chemical & Dye Corp., as a simple way to distribute samples of four of its new solvents.

Each holds a half-pint of one of the liquid chemicals and can be carried easily in a salesman's pocket or sent with little packing through the mail, without fear of breakage. The cans offer a practical, convenient method, the company feels, of sending potential customers a small sample to test in their laboratories.

Wrap-around paper labels on the metal cans are printed in the same colors as those used on standard-size drums. A different solid color is used for each of the four chemicals, with trademark and product information in color in a white bullseye on the front. Necessary precautions are listed on the rear of the label.

CREDITS: Cans by Freund Can Co., Chicago. Labels by Salina Press, Inc., Syracuse, N. Y.

# Histories

## Seven nesting bags for three portions of popcorn

A tricky packaging problem has been solved by Betty Zane Corn Products Co., Marion, Ohio, for its new 3 Pak, which consists of three separate popcorn-oil-and-salt combinations. Wanting a transparent bag that would both resist the chemical action of liquid oil and, at the same time, not be easily torn by the hard, sharp surface of popcorn kernels, Betty Zane chose a 300 MSAT cellophane with 2 mils of polyethylene extruded onto it.

This material is used for small, leak-resistant pouches for the oil and larger heat-sealed pouches for the popcorn-and-salt mixture. To give a certain margin of safety against leakage, the oil pouches are nested inside the popcorn bags. Three popcorn bags are then placed into one outer bag of cellophane. Bags are printed to give the appearance of a single design.

CREDITS: Design by Dobeckmun Co., Cleveland, Ohio. Bags made from Dobeckmun "Durafilm #804" by T. J. Paisley Corp., Medina, Ohio, using equipment by Bartelt Engineering Co., Rockford, Ill.



## Paperboard half-sleeve for three cans of meat

Multiple-unit sales of canned cocktail spreads are pushed by Stahl-Meyer, Inc., New York, in this novel gripper which fits tightly over a row of three small cans and is good for keeping units together for jumble bins, one-cent sales, etc. Made of a single piece of die-cut paperboard, scored and glued, the gripper device has track slots into which the top lips of the cans are securely locked. Stahl-Meyer uses space on the overhanging side walls to promote its special offer of a free can of spread with two cans of liverwurst, in white lettering against a background of bright red. Top surface of the half-sleeve is also utilized for more sales copy. Since the gripper only extends part of the way down the sides of the cans, their individual identity is not lost and the blank top surface of the cans is replaced by red-white-and-blue printing.

CREDIT: Can-Trak package by Robert Gair Co., Inc., New York 17.





MUNUSCULE SIZE of this true pocket camera is its big sales point, but it created a merchandising problem because the film to fit it is so small. How Minox solved the problem is told here.

The merchandising program for the Minox ultra-miniature camera, a remarkable precision photographic instrument made in West Germany and distributed in this country by Kling Photo Corp., has been greatly facilitated through adoption of a coordinated group of packages in which the special film for this camera is sold.

These folding cartons, having a number of interesting design and production features, have attracted wide

# MINOX WINS A PLACE

Miniature film for miniature camera

was lost at point of sale; well-designed

color-keyed cartons get it display spot

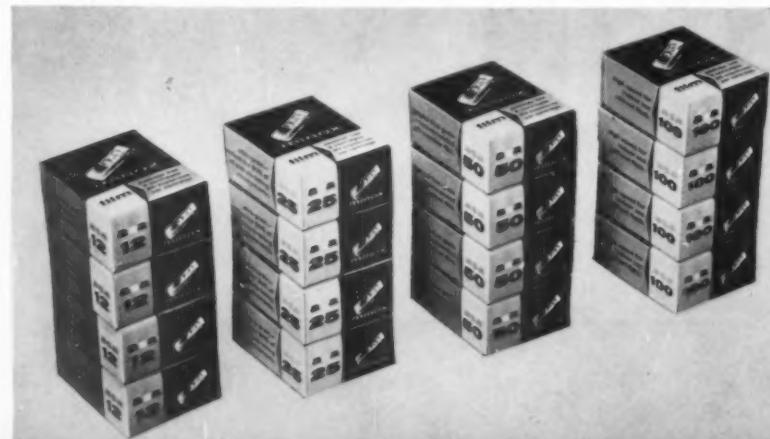
interest in the photographic trade and have been enthusiastically received by dealers handling the Minox and its accessory equipment.

The new family of Minox film packages was designed to overcome a definite problem in the selling of the various types of miniature-sized film used in conjunction with this miniature camera. Prior to adoption of the cartons, the Minox film was sold in the sealed aluminum containers in which the film cartridges are packed in Germany. These two-piece aluminum boxes, sealed with a strip of pressure-sensitive tape and identified by means of a printed paper sleeve, were adequate to protect the film during shipment and storage, but did not lend themselves to counter and window display. Small in size and carrying only a minimum of information on the printed band, they lacked eye appeal at point of sale.

These difficulties have been overcome as shipments of the film in the new cartons move to retail outlets. Within the folding cartons, the film cartridges are sealed in their aluminum containers, as before, but now they are accompanied by a convenient mailing bag for processing service, as well as a small Minox full line folder which also contains a handy exposure guide. Color coding of the cartons not only opens up new display opportunities for the dealer, but also facilitates rapid visual stock analysis. With the actual film cassettes removed, the colorful boxes can now be used in dealer windows without danger of film spoilage through exposure to excessive heat and light. Also, it is a simple matter to ship dealers a supply of carton blanks which they can set up for counter, shelf or window displays.

Measuring approximately 1% by 2%

DISPLAY IMPACT and forceful, quick identity are achieved in new family of coordinated, color-keyed folding cartons for Minox film, enclosing the nondescript aluminum container which previously had carried the whole packaging burden. Since film speed is a critical factor, ASA numbers are printed boldly on two corners of the carton and there is also a color differentiation to indicate film speed.



RELATED BUT DISTINCTIVE is design for new Kodak Tri-X film, using lightning-flash motif to stress ultra-speed rating of 200. These cartons are printed in metallic bronze and black.



by  $1\frac{1}{16}$  in. deep, the cartons (with the exception of the two used for daylight and tungsten-type color films) are printed by letterpress process in two colors, including black. Three colors are used on the color-film packages.

The color combination used on each carton provides a visual index to the ASA speed rating of the film contained. Thus, the package used for Minox ASA 12 film is green and white, a combination which appears on all six sides of the carton. Other color combinations used are yellow and white for ASA 25 film; blue and white for ASA 50; red and white for ASA 100, and black and bronze for the new ASA 200 super-speed Kodak Tri-X film, which has just become available for use with the Minox camera.

Colors used on the boxes for the color films are magenta, turquoise and white, interchanged to delineate between daylight and tungsten types.

In addition to the color coding, the various film speeds are also prominently identified in large black numbers which appear on all four side panels of the cartons. The importance of thus featuring the film speed on the carton for immediate identification may not be readily apparent to the photographer accustomed to working with conventional cameras and a narrower range of film speeds. However, for the Minox user this point is particularly important, since the camera is highly sensitive and depends upon proper film selection for maximum results.

Scarcely larger than a package of gum and weighing only  $2\frac{1}{2}$  oz., the Minox produces a negative measuring only 8 by 11 mm. in size. If the finished photo desired is to be large in size—for example, 8 by 10 in.—the film

selected should preferably be one having a very fine grain, so that the grain does not become objectionably coarse in the enlarged print. On the other hand, if the photographer's principal purpose is to be able to take pictures unobtrusively in subdued light, without using a flash attachment, he requires a film having a high ASA speed rating. Each speed of film sold for use with the Minox camera is particularly suited for a specific type of photographic assignment. For these reasons, immediate film-speed identification is vital to the purchaser of Minox film—an objective which has been effectively realized through the combination of color coding and prominent number symbols used on the new packages.

Another prominent design feature of the new Minox cartons which helps to relate them to the camera itself is the use of a line illustration of the camera on both the top and bottom

panels of the packages, as well as the two end flaps. This arrangement is used on all of the black-and-white film cartons except that for the ASA 200 Tri-X film; on this carton, a bronze-and-white lightning streak, symbolizing the speed of the film, replaces the camera illustration. On the two packages for daylight and tungsten color film, the line drawing of the camera, in slightly smaller size, is used on the top and bottom panels, but is replaced on the end flaps by the words "Minox color film," in combination with "tungsten" or "daylight."

All of the cartons for black-and-white film contain, within the sealed aluminum inner box, two diminutive metal cartridges in which the film is supplied and which are inserted into the camera without removal of the film. For the Tri-X film, these self-contained units include 36 exposures each, while on the other black-and-

(This article continued on page 172)



THREE-COLOR TREATMENT in unusual design sets apart Minox color film. To differentiate between the tungsten and the daylight types of film, background colors of packages—magenta and turquoise—are simply reversed.



CONTENTS of new package include aluminum slip-cover box in which two individual film cartridges are shipped from Germany, where film and camera are made. Previously, a metal box with paper sleeve was only package. Each film cartridge is sealed in black opaque film and banded for identification.



INDIVIDUALLY BOXED pipes in these picture-frame displays go right to the counter, where the shopper can make his own selection. Newest display, at right, angles pipes forward for greater visibility and ease of removal. Background of display, shown empty in center, promotes pipes for all occasions.

## FAST-MOVING PIPES

Kaywoodie's visibility packaging gives a whole industry  
a long-needed example of merchandising dynamite

Until Kaywoodie Pipes, Inc., began taking pipes out of conventional glass showcases a few years ago and putting them into attractive transparent packages and counter display units, the pipe industry was far behind the times in adopting the package as a merchandising tool.

Undoubtedly, even in this modern age when it seems that everything that can be is being packaged, there are still hundreds of products that could profit by similar programs.

Kaywoodie, now a subsidiary of S. M. Frank & Co., with headquarters in New York City, is one of the country's oldest manufacturers of quality pipes, having started in business 104 years ago on the Bowery in New York City.

A few years ago, an alert management decided that many more pipes could be sold if the company adopted the kind of merchandising and packaging methods used in other fields. In effect the program has, reportedly,

upped Kaywoodie sales 35% and increased average turnover from twice a year to four times a year.

The company is so enthusiastic about its transparent sleeve carton that it plans to package all of its leading lines in this type of package—or a variation of it—this year.

Prior to the new program, pipes had usually been sold from a showcase. The customer could not examine a pipe unless a salesperson was there to show it. Kaywoodie's first move was to get the pipes into counter display units of paperboard, wood or plastic construction.

This provided an opportunity for introducing pipes in many new outlets where they had not been sold before. It was estimated that there are 750,000 possible retail outlets for pipes in this country, including drug stores, chain stores and department stores, in addition to the obvious specialty pipe and tobacco stores. New display procedures have helped to get

Kaywoodie pipes into more than 10% of these outlets by making pipes a self-service item.

Along with this new merchandising, a study was made of the most popular kinds of pipes and it was found that the company's more than 200 styles could be reduced to about 31 basic types, with a dozen or so leaders.

This streamlining permitted selling popular assortments from display units and provided new opportunity for promoting pipes to suit individual male personalities, to meet the requirements of different smoking occasions and different wardrobes, according to the company. (Reportedly, Kaywoodie does about 80% of the advertising in the pipe field.)

Some of the higher-priced pipes were being individually packaged in set-up boxes along with a flannel pouch. These boxes, however, were opaque.

With the assistance of suppliers and an independent design consultant,



**THE OLD WAY** of selling required salesperson to take pipes out of showcase for customer examination.

the company developed its transparent see-through carton, comprised of a base of folding construction, made of gold-colored, foil-laminated paperboard and a paperboard acetate-laminated window sleeve. Inside is an acetate satin-covered platform with a metal clip to hold the pipe, which provides a luxury setting. For the Standard and Super Grain lines, the sleeve is handsomely printed in modern design with lettering in maroon, black and reverse white on a gray background, accented by rules in gold-colored ink.

The individual window packages are presented for counter selling in what Kaywoodie calls its "picture-frame" display. The display is of paperboard construction with wood-grain surface. Each holds six of the individually packaged pipes. Behind the pipes, the background carries a series of 18 illustrations, showing men using different style pipes for all occasions. As each pipe is sold, an additional illustration may be seen by the shopper, so that the unit continues as a Kaywoodie pipe-smoking promotional piece throughout its selling life.

Early this year, Kaywoodie adopted similar visibility packaging and picture-frame displays for its line of White Briar pipes selling at \$5. This line is distinguished by light blue, gold color and reverse white printing



**WINDOW SLEEVE** covered with transparent acetate reveals pipe against reflective foil background, resting on luxurious satin-covered platform—striking contrast to previous opaque box in which pipe was not visible.

**VARIATION** of the attractive window box and picture-frame display has been adopted for the company's Yello-Bole line.

on a black background, with matching blue satin for the inside platform.

The success of this packaging was so phenomenal, jumping self-purchase and gift sales as high as 230% in some retail outlets, that a variation of the packaging was adopted this year for the company's popular line of "Yello-Bole" pipes selling around \$2.50. Instead of the acetate-laminated sleeve, however, a specially designed, gold-color, foil-laminated window carton is used, equipped with a die-cut and scored gold-colored, foil-laminated paperboard insert to hold the pipe in position. This provides an unusually attractive display package at a cost in line with the more popularly priced pipes. These "Yello-Bole" packages are also sold in assortments of six in a simplified version of the picture-frame display constructed of paperboard.

All of the displays are made so that they may serve as angled, easel-back counter pieces or may be hung up as wall displays. An improvement in construction now tips each pipe package forward within the frame, making for better visibility and easier customer removal.

In addition to what has now become regular line packaging, the company is also continuing to use carded displays for special promotions. Its "Yello-Bole Thins" at \$1.50—"smartly thin, youthful shapes that fit flat in (*This article continued on page 174*)



**PIPE AND SLIPPER** combination provides a successful gift promotion by the use of a specially designed transparent acetate and paperboard package.

# Dairy products

Even the cows feel the speed-up, as improved packaging battles to win for dairy goods an ever larger place in the American diet



Down on the farm, the contented cow has become a fast worker. Thanks to new techniques in agriculture, she is producing on the average 5,500 lbs. of milk per year—900 lbs. more than 15 years ago.

Many magic cure-alls are being advanced to solve the mounting surplus problems of the dairy industry—nearly 13 billion pounds in terms of milk equivalents above the 1953 consumption of 121 billion pounds. But one sure course of action—the use of improved packaging to increase sales—is within the reach of all of the nation's 35,000 or more firms which process and manufacture dairy products and related items.

The future of the dairy industry, its leaders are now convinced, depends on its ability to package new dairy-food products to meet the competition of the constantly wider variety of other food items offered in the market place, in the same way that the packages for butter, cheese and ice cream have been tailored to meet new con-



sumer demands for convenience and economy.

The packaging and safe, sanitary delivery of milk and cream are, of course, the fundamental, sacred trust of the dairy industry. The familiar milk container, whether paper or glass, is inescapably a public utility—as essential as a water main. Day in, day out it carries 58,000,000 quarts of fresh milk and cream to American consumers through doorstep deliveries and stores—more than 21 billion quarts a year. Packaged milk in the United States, processed under local, state and Federal regulations, maintains standards of sanitation and pasteurization that dairymen from all parts of the world come to this country to study.

The relative size of each of the main categories of the dairy industry is indicated by the way the country's milk supply is used.

According to figures which have been compiled by The Milk Industry Foundation, the cows' output of 121

billion pounds of milk is distributed thus:

Fluid milk and cream	46.4%
Butter	26.7
Cheese	10.6
Evaporated and condensed milk	5.1
Ice cream	6.5
Dry whole milk	.7
Fed to calves	2.7
Miscellaneous factory products and other uses	1.3

But, although all of its products—theoretically, at least—stem from milk, there is a great deal more to the dairy industry than just milk and milk products. It has become a great, diversified, food manufacturing industry, with some of the toughest product problems in the whole packaging field. All told, dairy products now account for \$11 billion, or about 17% of the \$67-billion annual retail food sales.

Momentous changes in merchandising practices are now having their impact on the whole pattern of pack-

aging in the dairy industry. The industry is particularly affected by:

The rapid growth and shifts of population.

New trends in dietary habits.

The almost-universal application of mechanical refrigeration.

Consumer desires for convenience foods that are quick and easy to prepare.

Today's dairy products face the competition of some 6,000 items in the supermarket, in contrast to 1,000 in the 1940 grocery store.

Changes in purchasing habits have, of course, been responsible for the spectacular rise of the paper milk container which, primarily because of its light weight and its single-trip disposability, has become almost universal for store selling. And more and more milk is being carried home from stores.

The old-fashioned wheel of cheese which the grocer had to cut up in wedges and weigh to shoppers' requirements is almost extinct. Practi-

**DAIRY PRODUCTS TODAY** include many that are far removed from the cow. This is only a sampling of the packages used by National Dairy Products Corp., biggest company in the dairy-products field. In its manufactured as well as in its natural and processed foods, the big dairy company today calls on every resource of packaging.

COLOR PLATES COURTESY NATIONAL DAIRY PRODUCTS CORP.



cally all cheese sold at retail is now marketed in convenient, protective packages to which the consumer may help herself. Protective achievements in cheese packaging constitute one of the outstanding developments in the dairy field.

Mechanically produced, uniform packages for ice cream, coupled with the use of refrigerated display cases in stores and provision for frozen-food storage in the home, have created enormous new sales volume for frozen dairy products.

And in addition to the great volume and variety of containers and packaging materials required for fresh and frozen dairy products, a whole new realm of packaging, one of the most exacting in its protective requirements, is developing for the rapidly expanding market for dry-milk products—the non-fat solids and cream in powder form—in competition with the canned evaporated and condensed milk products which have been standard for years. A development still in the watching stage is the packaging of whole fresh milk.

"To increase the convenience and economy of all our products, we have put the ingenuity of modern packaging into effect wherever possible," said E. E. Stewart, president of National Dairy Products Corp., at the 31st annual meeting of stockholders in April, 1955. "We have a wide range of containers in various sizes and shapes for milk, cheese, salad dressings, ice cream, butter and other of our products—containers to fit every budget and the needs of any family, large or small."

Mr. Stewart's company, in its Sealtest and Kraft brands, has probably



**BASIC PACKAGES** selected from Borden's extensive line of cheese products indicate wide variety of materials used—glass, metal, cellophane-polyethylene combinations, molded plastics, aluminum foil, paper and paperboard. Note convenient tearing tape on cream-cheese wrap.

contributed as much as any one company to technical and marketing advances in packaging in the dairy field.

#### Fresh milk

Twenty years ago, reportedly, 95% of all fluid milk sold as a beverage was delivered to the home. Today, in cities over 500,000 about 41% of the families now buy all of their milk in stores; 44% have it delivered to their homes and 15% buy both ways. Major population centers show even larger percentages of store-purchased milk.

The most significant contribution of the paper milk container has been its adaptability to this changing merchandising pattern. In 1954, which marked the 20th anniversary of the paper milk container, 10½ billion of those containers were produced, marketing

nearly 47% of all beverage milk sold—and nearly 100% of all beverage milk and cream sold in retail stores, according to the makers of these containers.

In addition to the single-trip disposable feature, the paper container has another feature that fits in with modern self-service selling. Its surfaces may be designed with colorful printing to promote brand and product identification.

In the dairy industry, as elsewhere, the last quarter of a century has been an era of consolidations. More and more local dairy firms have been grouped together under centralized managements to benefit from the merchandising and economic advantages that accrue to such affiliations. One of these advantages is the ability to

PHOTO COURTESY AMERICAN CAN CO.



**PAPER CONTAINERS** are almost universal for retail-store selling of milk. Walker-Gordon, one of the best-known producers of certified milk, has recently adopted paper containers for retail selling. Constant laboratory control assures high quality. Inspection involves plating milk in Petri dishes by a laboratory worker to determine its bacteria count.

**LARGEST AEROSOL USE** is for whipped cream that can be kept in refrigerator for days, ready to use at the touch of a button.





**NATIONAL PROMOTIONS** have become possible only because of the branded package, which gives instant consumer recognition at the point of sale. Elsie Borden, shown here as she appeared when a guest on the Garry Moore television show, is known by almost every American.

establish standards of quality and systems of quality control which can be promoted through a widely recognized, nationally advertised brand name. Package surface is the essential medium for identifying this brand name at the point of sale.

Among the first to recognize this principle on a nationwide scale was National Dairy Products Corp., which in 1951 hired one of the country's top-notch designers to give extensive color treatment and unmistakable emphasis to the "Sealtest" name on its packages. This all-out national promotion of a single brand name was new to the dairy field.<sup>1</sup>

Shortly after, the Borden Co. came out with its "Elsie Daisy" packages<sup>2</sup>—a new trademark representing the familiar head of Elsie the Cow surrounded by a sunburst of yellow daisy petals to give immediate recognition to a Borden package anywhere. Elsie had long been a Borden trademark, but she had not previously been played up on the package so effectively.

Since then, many other leading firms in the dairy field have been stepping up family design. One of the first moves of the recently expanded Foremost dairy organization was to select a strong, uniform package design adaptable to the packages of all companies in this group.<sup>3</sup> Regional dairies throughout the nation, such as

<sup>1</sup> See "Color for Dairy Goods," MODERN PACKAGING, Sept., 1951, p. 82.

<sup>2</sup> See "Elsie Daisy," MODERN PACKAGING, Nov., 1952, p. 92.

<sup>3</sup> See "Integrating the Merger," MODERN PACKAGING, Oct., 1954, p. 104.

Hood in New England,<sup>4</sup> have taken similar steps to strengthen their regional brand positions.

But with the exception of the leaders, there's still room for more improvement. The majority of milk containers are still a pretty dreary-looking lot.

Despite the popularity of paper containers for store selling of milk and cream, the glass bottle is holding its own for home deliveries. Reports from the field show that, over all, 54% of the packaged units of fresh milk are in glass bottles.

The basic reason for the continuing strong position of the glass milk container—67 years after its introduction—is economy. A glass milk bottle is capable of many trips, varying ac-

<sup>4</sup> See "The Research Approach to Design Modernization," MODERN PACKAGING, Nov., 1953, p. 122.



**KING SIZES**—½ gal. and 1 gal.—have appeal because of economy. In Chicago, reportedly two-thirds of all milk sales are in these sizes.

**DUAL PACKS** of two quart containers are helping to merchandise larger quantities of milk. The die-cut header is stapled to hold two gable-top containers together. It also provides a convenient carrying handle for the package.



**IN SWEDEN**, ingenious tetrahedron-shaped milk container, adaptable for pint quantities or less, is filled and sealed on same machine from single roll of material. This method of packaging is being studied in United States as possible answer to low-cost, small-sized containers.





**PACE MAKERS** in the ice-cream field are Sealtest's full-color cartons which started a whole new trend in realistic pictorial treatment and identity of the ice-cream flavor by color printing of the carton.

PHOTO COURTESY STANDARD PACKAGING CORP.



**NITROGEN-PACKED** sliced natural Swiss cheese reportedly provides longer life for the product and avoids drawing film so tightly around package that individual slices are difficult to separate. Packaging material for nitrogen pack is a cellophane-polyethylene combination.

cording to local conditions and the efficiency of bottle handling. The number of trips is known to range from a minimum of 11 to as many as 45, so that the cost of the bottle becomes only a small fraction of a cent per trip.

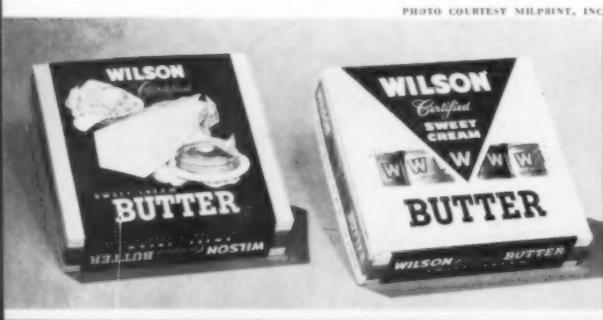
A recent trend in a number of markets is toward the use of the two-quart and gallon-size glass container for milk. With home deliveries almost universally on an every-other-day or every-three-day basis, the king-size containers appeal to housewives because of convenience and economy. They appeal to milk distributors because they mean larger unit sales with lower container overhead. Many dairies report that the king sizes also are actually increasing the consumption of milk.

The Glass Container Mfrs. Institute reports that more than 4 billion equivalent quarts of milk a year are now being delivered in glass gallons and in glass and paper half gallons, indicating that from 14 to 20% of all fluid milk is now distributed in multiple quarts.

The trend today appears to be toward packaging in a wider variety of sizes to meet all consumer requirements. An interesting new type of tetrahedron-shaped paper container economically formed from a roll of plastic-coated paperboard, sealed automatically in one simple machine operation, is now being used successfully in Sweden in a range of sizes from one pint down to less than an ounce. This container is being studied in this country as a possible answer to low-cost containers in the smaller sizes and at least two dairy firms are installing experimental machines.

It is a tribute to the dairy indus-

PHOTO COURTESY MILPRINT, INC.



**FOIL WRAPS** give longer shelf life and more attractive appearance to butter. Butter producers are relying heavily on sales advantages of full-color treatment exemplified by front and back of this Wilson butter carton.

PHOTO COURTESY MARATHON CORP.



**STOCK VIGNETTES** permit many firms to use full-color at economical cost. Illustrative treatment is integrated with the individualized trade-name design.

**SLICED BUTTER** in single-service portions is new convenience offered by Hotel Bar's new package. This firm has pioneered the wrapped package in contrast to carton.

PHOTO COURTESY MARATHON CORP.

predicted that this idea may take hold

problem breaking down consumer re-

try's packaging alertness and willingness to try new forms that it was among the first big users of the aerosol-type pressurized container, when these packages were considered merely curiosities. The tremendous success of Reddi-Wip and others has built up a volume use of 50,000,000 of these specialized whipped-cream aerosols a year—bigger than the combined total for the entire insecticide field. Consumers were quick to accept this new convenience—whipped cream that can be kept in the refrigerator for many days, ready to apply at the touch of a button, with no waste or bother some preparation.

New packaging materials may also change the method of bulk shipment of dairy products from farmer to creamery. The Galva Creamery Co., Galva, Ill., is using corrugated boxes with polyethylene bags to replace 5-gal. metal cans for dairy farm pick-ups of cream. The 200-lb.-test corrugated boxes each hold 40 lbs. of cream in four inner bags of polyethylene. Among the reported advantages are savings in space, tare weight (boxes weigh  $2\frac{1}{2}$  lbs. in comparison with 14 lbs. for the cans), freight and labor, with elimination of sterilization, return of the cans, increased sanitation, a quieter dairy and reduced cream spoilage. The method has reportedly found quick acceptance by farmers.

#### Butter

Perhaps the most noteworthy innovation in recent years in the packaging of print butter has been the advent of the aluminum foil-parchment wrap, reportedly affording more complete and lasting protection to the product in storage and distribution, as well as improving the appearance of the package.

Significantly, the pioneering was done by Beatrice Foods Co., Chicago, for its Meadow Gold butter, which in 1901 was the first brand of butter to be placed in a sealed carton.<sup>5</sup>

After three years of testing and development work in cooperation with a supplier, Beatrice Foods introduced its foil butter wrap for  $\frac{1}{2}$ -lb. prints in 1947, since which time this wrap has been adopted for leading nationally distributed brands of butter and it is almost universally used for packaging margarine.

Current emphasis in butter packaging is being placed on cartons and

wraps with full-color appetite illustrations as a means of stepping up the declining per capita consumption of butter, which has fallen from 16.6 lbs. in 1940 to 8.7 lbs. in 1953, principally due to margarine competition and diet emphasis on low-fat foods.

According to an editorial in the *Milk Products Journal* for April, 1955, "Pictorial cartons are not only already doing an effective job of selling more butter, but they hold real promise, if used by everybody in the industry, of completely eliminating the butter-surplus plague." The same issue of that publication reported increases in butter sales of 18 to 38% by firms using the pictorial packaging technique.

By the use of a standardized design, the local butter manufacturer can obtain a carton with full color at comparatively low cost. Several makers of cartons and wraps are offering stock designs in full color which can be adapted to the individual firm's needs simply by printing his own trade name and descriptive matter.

Butter makers are attempting to of-

fer new package conveniences to the consumer. Some print wraps carry markings to facilitate the measuring of butter. Hotel Bar Foods, New York, has pioneered very recently a consumer package of sliced butter—prints pre-cut to individual servings, providing the consumer with ease of measuring and economy of use. It has been



LATEST VERSION of one of America's most popular re-use packages—Kraft Foods Co.'s current Swankyswig design, entitled "Bachelor Button," for eight process cheese spreads.

#### Five ways to package cottage cheese



PAPER CONTAINER made cottage cheese popular in retail stores.



VACUUM-FORMED polyethylene package has recently been adopted in Canada.



GLASS tumblers are ALUMINUM tumbler POLYSTYRENE mug provided offered in scenic sets. was popular promotion. success for Sealtest brands.



<sup>5</sup> See "Meadow Gold Butter," *Packaging's Hall of Fame*, MODERN PACKAGING, Oct., 1953, p. 120.

PHOTO COURTESY MARATHON CORP.



MULTIPLE PACKS of ice-cream specialties — cones, ice-cream sandwiches, frost sticks, etc. — mean increased unit sales.

PHOTO COURTESY MARATHON CORP.



POUR SPOUTS add a consumer convenience feature to the two new dry-milk products now being marketed by the Carnation Co.

predicted that this idea may take hold as did pre-sliced bread in the bakery field.

### Cheese

There are almost as many ways to package cheese as there are different kinds of cheese.

Success of consumer cheese packaging was first demonstrated spectacularly by Kraft Foods Co. with the introduction in 1933 of its processed cheese spreads in the company's now famous re-use Swankyswig glasses, one of the fastest-selling packages of all time.<sup>6</sup>

Later, to meet the demands of self-service selling came an avalanche of packaged processed cheeses in popular-sized blocks and links, wrapped in all of the new types of packaging films — cellophane, saran, Pliofilm and others.

Efforts to minimize mold growth on cheese by the addition of inhibitor substances, either to the surface of the product or to wrapper coating materials, have resulted in some of the most advanced packaging-technology studies. These are exemplified by recently reported experiments, such as those in Kraft Foods Co. Research Laboratories, showing the efficiency of dimethyl dichlorosuccinate as an antimycotic agent in wax coatings on cheese wrappers.<sup>7</sup> The great problem has been to find an antimycotic that would be accepted by the Food and Drug Administration as non-toxic in contact with foods.

Consumers have become so accustomed to process cheese in packages that cheese makers have had a serious

<sup>6</sup> See "Kraft Swankyswig," *Packaging's Hall of Fame*, MODERN PACKAGING, July, 1949, p. 82.

<sup>7</sup> See "An Effective Mold Inhibitor," MODERN PACKAGING, May, 1955, p. 127.

CONSUMER NEEDS have been carefully considered in the packaging of Pream, the popular powdered-cream product. New amber glass jar with screw cap is easy to use in home kitchen. Laminated-foil, single-service envelopes are designed for airline and institutional use.



problem breaking down consumer resistance to packaged natural cheeses. Nevertheless, merchandising practices have made it necessary to package almost every kind of cheese in consumer units, ready for self selection, the same as other items in the supermarket. Some cheese manufacturers maintain, however, that the film-wrapped, wedge-shaped package for natural cheese has become the volume package simply because many shoppers believe the wedge is their assurance of getting natural cheese. This is not true, of course, but it shows how difficult it is, sometimes, to buck consumer habits. Kraft met the challenge by calling its wedges of natural cheeses "Cracker Barrel" and suggested the traditional wheel of cheese by illustration on the package.

A comparatively recent convenience feature of cheese packaging is the package of slices, ready to serve with no further cutting when the package is opened. Kraft developed its own special method of producing process cheese in ribbon form so that it can be mechanically cut to sandwich-size slices and gathered into units of eight slices for packaging in transparent film.

The cheese industry has shown considerable interest in flexible vacuum packaging to give longer protection to consumer units. An improvement over vacuum packaging was reported during the last year when Kraft introduced its sliced natural Swiss cheese in a nitrogen-packed, cellophane-polyethylene combination. This type of package seals the product in an inert atmosphere of nitrogen in place of the vacuum formerly used. This method reportedly provides longer life for the product and avoids drawing the film so tightly around the package that the individual slices are difficult to separate.<sup>8</sup>

Molded plastic containers of polystyrene have offered many merchandising opportunities for cheese — either for assortments of wrapped quantities or as primary containers for the product with many re-use purposes.

### Cottage cheese

The familiar round waxed-paper container, colorfully printed with brand name, has made cottage cheese a quick-selling item on the dairy counter, as easy to buy as a carton (*This article continued on page 166*)

<sup>8</sup> See "Nitrogen-Packed Cheese in Laminated Cellophane-Polyethylene," MODERN PACKAGING, Nov., 1954, p. 121.



**IN PLAIN VIEW OF CUSTOMERS,** Grand Union's meat weighing and wrapping operation gives the shopper a fine impression of cleanliness and freshness. Window (rear) lets them see the butchers at work slicing meat into retail cuts. After leaving the back room, trays of meat move on rollers past two combination weighing-labeling scales to five wrapping stations. The finished meat packages are then immediately put into display case by girls called meat "hostesses."

## Automatic meat labels

**Grand Union's new pre-packaging scale reduces cost and error  
by weighing item and printing price ticket for it in one operation**

**P**re-packaging meat in the supermarket is still very largely a hand operation. The comparatively small volume that can be sold by any one store just doesn't justify fully automatic equipment.

Today, a self-service meat department depends almost exclusively on butchers who cut the meat by hand with their cleavers and electric saws and on girls who weigh it, label it and wrap it, also by hand.

Nevertheless, self-service meat is practically a must and supermarket operators are as interested as anyone else in the packaging field in automatic equipment which, within the necessary limits of its operation, will

help reduce the costs of hand labor.

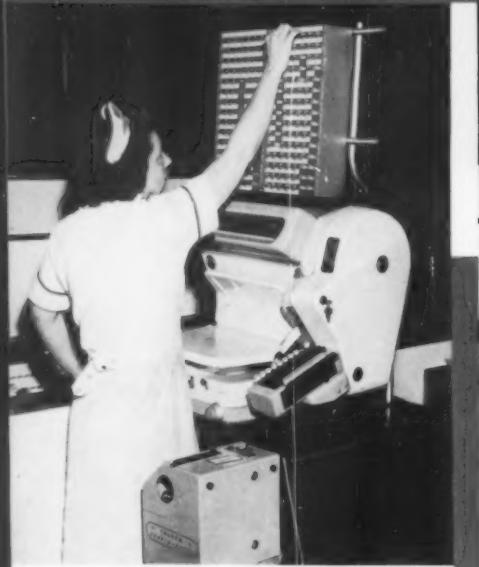
One significant move in this direction has been made by Grand Union Co., East Paterson, N. J., which has installed, in its Keansburg, N. J., supermarket, a new automatic machine which (1) weighs the meat, (2) prints the exact weight, price and commodity name on each label and (3) dispenses the label ready to be applied.

The principle of this interesting machine would appear to be applicable to other products where there is variation in weights and prices.

There are several ways to label a self-service meat package. Some stores use a label that goes inside the transparent wrapper, where it can't get

torn off; others like to apply the label on the outside, where it won't get soaked in meat juices. The label itself may be a colorful multicolor job, especially printed for the company, or it may be a machine-produced ticket, with only the name of the company to distinguish it from any of a thousand others. The weight and price of each cut may be hand written on the label, applied by a rubber stamp, imprinted by machine. Labeling may be an assembly-line operation, involving a number of girls weighing, writing and applying labels; it may require a single girl to perform several of these tasks in sequence; or, as Grand Union has started to do at Keansburg, it may

## How Grand Union's new system speeds a tray of lamb chops



**NAME PLATE** reading "loin lamb chops" is picked from rack above scale and placed into the imprinter.



**LABEL PRINTER** imprints this name on blank labels which are fed into it from a supply on the roll below.



**FIRST LABEL**, red, white and blue in color, now bears name of the meat cut being packaged.

become a job that one girl can do on one machine.

The human element has an important part in most labeling systems. The girl who does the weighing must adjust her scale to allow for the weight of the packaging material, set the proper price and then read off the meat's weight and price. These last two, which may run to as many as seven figures, must be remembered and, if specially printed labels are used, written down by hand. Or if a label-printing machine is used, weight and price figures must be punched out on it.

Obviously, there are many places along the way where human errors may creep in. Gradations on a scale must be read; figures must be remembered, interpreted and recorded. Fatigue, eyestrain, illegible handwriting—all these can lead to the wrong weight or price on a meat label. It is not at all uncommon, for instance, to find one piece of steak in a meat case labeled, "2 lbs. 4 oz. at 89¢ per lb. = \$2.00" and another, right beside it, reading, "2 lbs. 4 oz. at 89¢ per lb. = \$2.01."

The new system is no miracle worker. Well-trained, alert operators are still very necessary to run it. But the system does eliminate one of the major error sources: reading and interpreting weights, then marking them on the label.

The new labeling set-up in Grand

Union's Keansburg supermarket makes use of three integrated pieces of equipment: a scale, a label printer and a set of commodity name plates. Two weighing stations, equipped in this manner, are located just outside the back room, where butchers cut and load the meat into trays and place them on a roller conveyor.

The operator's first step, when a tray of meat arrives at her station, is to pick out the name plate bearing the name of that particular cut from the set of two racks on top of her scale. These two racks have labeled slots which can hold as many as 210 different plates, with the slots being arranged vertically under headings such as beef, veal, pork, lamb, fish, chicken, etc.

Having selected the proper name plate, she slips it into the electrically operated label printer located below the scale and to her right. Blank labels, especially designed for Grand Union in a colorful red, white and blue pattern, feed into the printer from a roll. By pressing a button, the operator causes the first label to be imprinted with the name of the meat cut she is about to weigh and pop out of the top of the imprinter. Successive labels appear automatically, since the imprinter is hooked up electronically with the scale.

Her next step is to take the label and slip it into a slot located on the front of the scale. This done, she is

ready to start weighing. She re-adjusts the scale to account for the weight of packaging materials and then, with her left hand, selects the proper price reading for this cut of meat. She can choose from any one of 126 different prices per pound, ranging from 15 cents to \$2.

Now, picking up a cut of meat from the roller conveyor which runs past her left side, she places it on the platter of the scale. From the projection lens at the top she then can read the total price of the meat. She can forget all about how much it weighs; the scale takes care of that. And she need make no mental calculations of the total price, since the scale is marked in graduations of a cent.

She then proceeds to punch out the price on a bank of three rows of numbered keys, then taps an actuating bar. A fourth row of keys is pre-set at the beginning of each day to print a date-code number.

Completely printed, the label now shuttles back out of the scale. The price per pound, date and weight have been automatically printed, the latter in the form of an arrow pointing to the graduations on a reproduced scale. These three figures all appear in blue ink. In contrast, the total price which the operator has punched is in red, so that the customer can easily distinguish between price per pound and the total price she has to pay for her purchase.

## through weighing, labeling and wrapping



SCALE is then adjusted. Allowing for tare weight of the container, girl sets scale at specific price per pound.



WEIGHT is recorded automatically on label; then total price read from scale is punched out on keys.



PRICE now appears in red ink on label, with weight, price per pound and the code date in blue.



PRINTED LABEL, giving complete information, is removed from scale and placed on top of the meat cut.



TRAY OF MEAT is then replaced on roller conveyor and moves to one of the five wrapping stations.



WRAPPER heat seals cellophane overwrap around tray and lamb chops are ready for display case.

With this, the weighing job is done. The operator puts the finished label on top of the meat in the tray, which she then replaces on the roller conveyor. From the two scales, the rollers carry trays of meat to five wrapping stations, where they are transparent wrapped with the labels inside.

To help in giving its customers the best possible impression of cleanliness and freshness in its meat department, Grand Union has the girls who weigh

and wrap work right out in the main part of the store, just a few feet behind the long row of refrigerated meat cases. As cuts are wrapped, meat "hostesses" put them almost immediately into the display cases. And, to make sure that every part of the meat operation is visible, there is a glass panel behind the scales through which curious customers may, if they like, watch the butchers themselves at work cutting the meats.

One of the advantages of this new labeling system is that it is quite flexible. In another store, where the meat department might be set up in an entirely different fashion, the three basic machines—name-plate racks, label imprinter and scale—could be rearranged as needed. Also, the imprinter might be set up separately for labeling items packaged to a predetermined fixed weight; or, in a bakery department (This article continued on page 186)



2



3

## Packaging

**1** Square center openings permit 4 doz. boxes of Minnesota Mining & Mfg. Co.'s "Scotch" brand masking tape in different widths and roll sizes to hang on a metal display rack occupying 1 sq. ft. of counter space. Boxes have convenient cutter-edge dispensers. Boxes, Kaplan Paper Box Co., St. Paul, Minn., and Waldorf Paper Products Co., St. Paul. Display rack, F. M. Thorpe Mfg. Co., Lamar, Mo.

**2** Adler Food Co.'s Red Rose brand jellies are now packed in new 24-oz.-capacity, ice-tea-style tumblers colorfully ACL decorated with a design of cherries and a wedge of lemon. Vacuum metal caps are white coated. Glass and closure, Anchor Hocking Glass Corp., Lancaster, Ohio. Spot paper label, Muirson Label Co., Peoria, Ill.

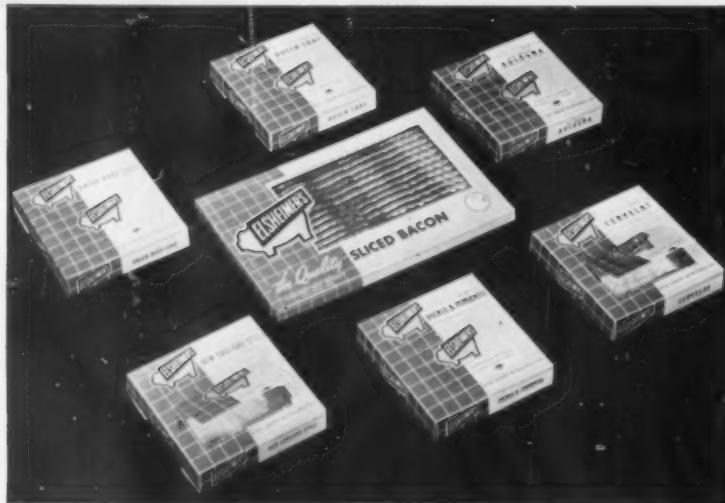
**3** Eagle Rubber Co.'s two colorful cellophane packages for balloons reportedly are proving to be sales getters. The larger package won an award in the recent *Variety Store Merchandiser* Competition. Both have pronged paper-board inserts that hold each balloon in place. Backs of the

packages carry balloon game suggestions. Packages, The Dobeckmum Co., Cleveland.

**4** The aerosol spray container has now been adopted for a new personal insect repellent called Ban-X. The user is directed simply to spray Ban-X on either skin or clothing to enjoy outdoor activities free from annoying insects. Aerosol container, Bridgeport Brass Co., Bridgeport, Conn.

**5** Francis H. Leggett & Co. is distributing "Premier" apple sauce in 15-oz.-capacity jars sealed with pry-off vacuum metal closures. The colorful label is printed in blue, red and green on white. Jar and cap, Anchor Hocking Glass Corp., Lancaster, Ohio. Label, U. S. Printing & Lithograph Co., Cincinnati, Ohio.

**6** Among the first commercial applications of a self-hinged polyethylene captive cap on a collapsible tube is for Yardley of London's new Shower Shampoo for men. The "hitched-on" cap eliminates fumbling with a loose cap while shampooing under the shower. A knotted cord loops



7



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6



## Pageant

through the cap so that the tube can be hung over the shower handle during use. Closure, Shaw Insulator Co., Irvington, N. J. Tube, Sun Tube Corp., Hillside, N. J.

**7** Elsheimer's line of luncheon meats and sliced bacon, in new family-design packages, are planned for eye-catching mass display. The cartons with special tear-out window flaps are quickly set up and reportedly offer maximum product protection during shipping. With window flap removed at point of sale, the meats are visible for customer inspection. The bacon package has a criss-cross design printed on the window. Packages (Wallet Pak and Bacon Saver), Marathon Corp., Menasha, Wis.

**8** Convenience is the keynote of the redesigned Eno Sparkling Antacid packages. To open the jar, the aluminum seal is broken and the lithographed lug cap with venting liner is removed with a quarter turn. Wide-mouth opening permits spooning of the product. Cap is re-applied tightly with a quarter turn. Lug cap, Crown Cork & Seal Co., Inc., Baltimore, Md. Aluminum seal, Alka Co., London,

England. Jar, Owens-Illinois Glass Co., Toledo, Ohio. Label, J. H. Gintzler Press, Buffalo, N. Y.

**9** Colorful red and gray striped cartons for Dana's new perfume and cologne fragrance, "Ambush," carry out the family design used for all Dana fragrances. Cartons, printed on sturdy white stock, are made in nine sizes for the four perfume and the five cologne sizes. Cartons, Container Corp. of America, Chicago.

**10** Sherry Lynn Products Co. uses a two-piece paper-board set-up box with die-cut and scored inner tray to hold the combined items in its "Sherry Nail Home Fingernail Kit." Printed foil labels, Fuller Label & Box Co., Pittsburgh. Bottle, Hazel-Atlas Glass Co., Wheeling. Caps, Armstrong Cork Co., Lancaster, Pa., and Wheeling Stamping Co., Wheeling. Box, H. Wood Box Co., Pittsburgh.

**11** Second product in General Electric Co.'s electric-housewares line to be packaged in the new family-design container is a sandwich grill and waffle baker. The



9



10



11



12



13

no-wrap, carry-out corrugated container conforms to a design that was first used for GE automatic percolators and features red, black and gray printing on silver-white textured background, with a free-form block of color accentuating a product illustration. Box, Stone Container Corp., Chicago.

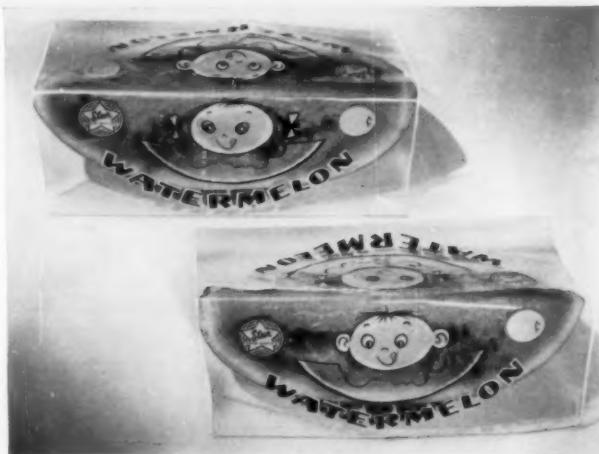
**12** A handy, re-use home-freezer or refrigerator jar has been adopted for J. L. Degraffenreid & Sons' pickles. Screw-top metal closures are used. Jars and closures, Owens-Illinois Glass Co., Toledo, Ohio. Printed paper labels, Miller & Miller, Atlanta, Ga.

**13** In Honolulu, Alexander & Baldwin, Ltd., felt the need to modernize its line of Vitagold canned foods to compete with present-day merchandising practices. Typical of the line's new self-selling packages is this pineapple-juice label featuring strong contrasting background coloring, simplicity of design and quick product and brand identification. Label, Muirson Label Co., Inc., Peoria, Ill.



17

18



98

MODERN PACKAGING



14



15



16

## Pageant

served as hors d'oeuvres or snacks. The new design features full-color reproductions of four Pizza-rettes and gives the product better brand recognition in its marketing area. Wraps, Western Waxed Paper Div., Crown Zellerbach Corp., San Leandro, Calif.

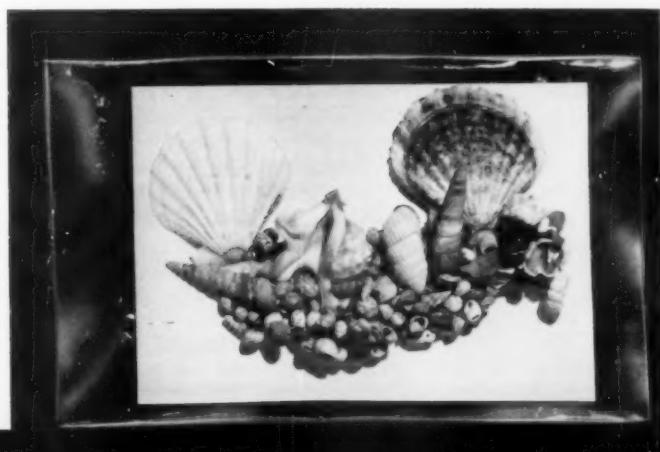
**17** An aid to neat and uniform stacking of soft goods on shelves and counters is provided by a new patented apparel package adopted for Edward Hyman Co.'s Stronghold brand of shirts. The paperboard pocket which fits over the fold of the garment is printed with size, style, etc., and a die-cut opening shows the color. Selection is easier for both clerks and customers. The package also protects the garment from soil and fading. Paperboard pocket (Ad Wraps), Ad Wrap Co., Los Angeles.

**18** Star Markets of Pittsburgh prevents shopper handling of fractional sections of watermelon by the use of a printed sheet of cellophane. The amusing wrap with its line illustration of a small boy and girl eating

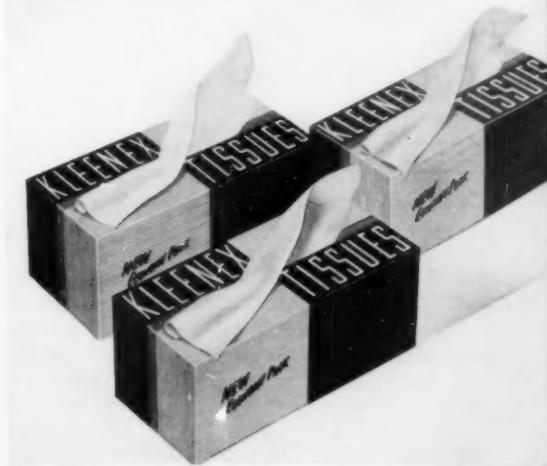
watermelon helps to create impulse sales. The colors are watermelon pink, green and white. Printed cellophane sheets, Milprint, Inc., Milwaukee.

**19** Sturdy bags of 50-gauge polyester film reportedly are giving the kind of protection needed for the rough-and-tumble of the variety store counter. Marrow Mfg. Corp. claims that the jagged points of its Sea-Shell Appliques for handbags, beach hats, etc., do not tear the film and that the bags withstand handling. Bags are stapled closed. Bags made by Regent Tube & Bag Co., New York, using Du Pont's Mylar polyester film.

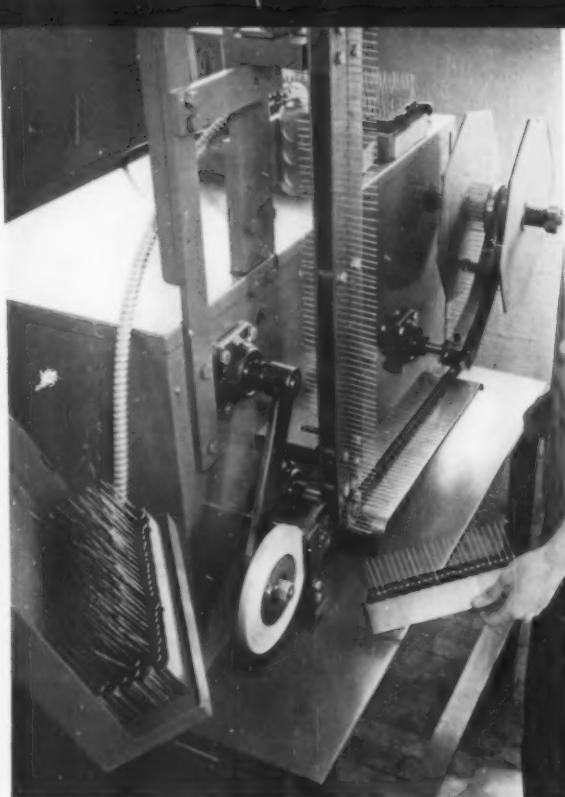
**20** International Cellucotton Products has adopted cartons that match the facial tissue colors in its new Kleenex "400" economy packages. Colors are "soft pink," in a pink carton; "soft yellow," in a yellow carton; "pure white," in the familiar blue carton. Cartons, Michigan Carton Co., Battle Creek, Mich.; Bartgis Bros. Co., Catonsville, Md.; Ohio Boxboard Co., Rittman, Ohio.



19

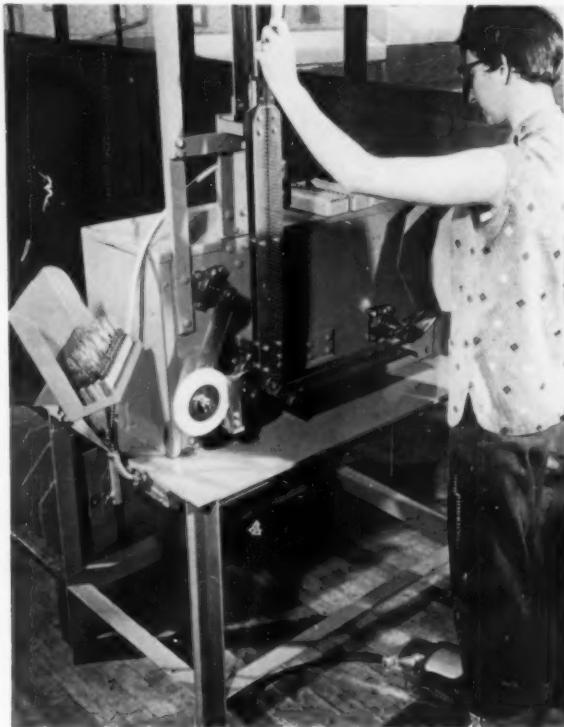


20



OVER-ALL VIEW of automatic packaging machine devised by Allen-Bradley Co. which vertically feeds resistors and capacitors, attaches them to continuous strip of pressure-sensitive filament tape and winds them on paperboard reels, each holding from 1,000 to 2,500 units each.

FEEDING MACHINE from corrugated clips holding 25 resistors each. A foot pedal starts and stops the machine.



# Parts by the reel

Resistors on pressure-sensitive tape like bullets on a belt  
feed machines that automatically assemble electronic circuits

A new method of packaging by the automatic attachment and reeling of fixed resistors and capacitors on narrow belts of pressure-sensitive tape is helping the Allen-Bradley Co., Milwaukee, Wis., keep pace with the growing demand for automation in the electronics industry. With the new method, the firm is now in a position to supply resistors and capacitors in any quantity on expendable 9- and 12-in. reels holding from 1,000 to 2,500 units each.

Resistors and capacitors are similar in appearance, but different in function. As produced by Allen-Bradley, they consist of a cylindrical molded ceramic element, about a half-inch long, with imbedded, rigid, tinned lead wires extending from both ends

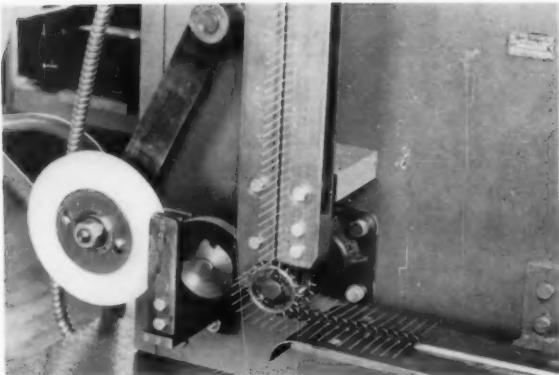
to a total length of from 3½ to 4 in., depending upon wattage. They are used by the hundreds in complex electronic circuits, ranging from radios to electronic "brains." Machines—themselves marvels of the automation age—have been developed to insert these tiny elements automatically and rapidly in standard electronic circuits. But the machines were limited by the necessity of feeding the parts by hand, a few at a time.

The new reel-packaging method has broken this bottleneck—as it well might for many other small parts, in many industries, which are subject to rapid consumption by automatic machines. The reels do not replace conventional sleeve-in-tray packs for small-quantity users or for those firms

that are not equipped to use the reels.

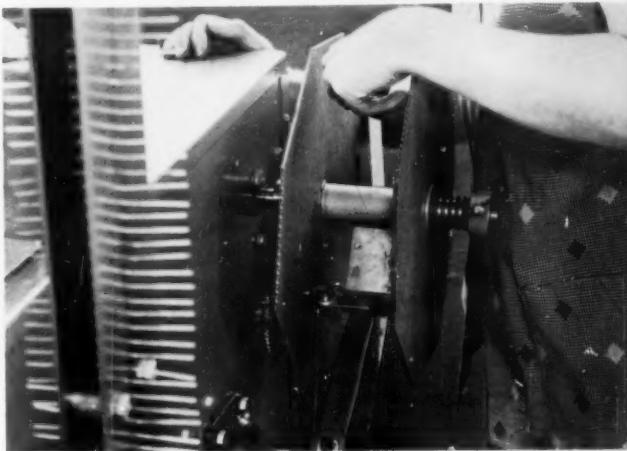
The current reel-packaging program has been going on at Allen-Bradley since early last year. It followed the development of the unique automatic taping machine, designed in the firm's fixed-resistor department, and the adoption of a pressure-sensitive filament tape.

The machine stands about 4 ft. high, is 3½ ft. long and 26 in. wide, and weighs about 350 lbs. A 1½-h.p. electric motor inside each unit runs a simple chain-drive mechanism that operates the indexer (a sprocket-type wheel that uniformly feeds the individual resistors or capacitors to the tape) and the rewind reel. Several of these machines are now in use in the Allen-Bradley plant.



**CLOSE-UP VIEW** of taping mechanism showing roll of tape, rubber buffering roller over which tape passes and indexing wheel which uniformly positions resistors. One-foot leader of tape is left protruding from the roll for attaching it to the core of a reel at the other end of the machine.

**LEADER IS WOUND** on paperboard core of reel to start new roll. Operation is then automatic until reel is filled.



Each machine, manned by a single woman operator, has a production capacity of between 10 and 20 filled reels (better than 20,000 individual units) per hour. To maintain this production, the operator has only to replenish the supply of tape reels and units being belted and to control the flow of tape belting with a stop-start foot pedal.

Readyng a machine for use takes the operator about a minute and calls for the following steps:

1. Mounting a 60-yd. roll of the pressure-sensitive filament tape (either  $\frac{1}{8}$  or  $\frac{3}{16}$  in. wide, depending on the size of the resistors or capacitors to be belted).
2. Threading the tape—adhesive side up—between a rubber pressure roller and the indexer, and pulling out about a foot of tape to act as a leader.
3. Loading the vertical feeder slide with  $\frac{1}{2}$ -watt, 1-watt or 2-watt units from pre-filled corrugated paper sleeves holding from 25 to 50 units each.
4. Starting the machine, which, in turn, automatically begins applying the units to the tape and feeding the leader end of the tape out until it can be attached to the core of the re-wind reel.

When the operator feeds the sleeve-held units into the top of the magazine, the central cores of the parts engage with a slot in the magazine and she simply slips off the sleeve, which engages only the wire leads at one end, and tosses it in a bin for subsequent re-use by the manufacturing department.

The number of reels that can be completed with one 60-yd. roll of tape depends on the size of the units being belted. For example, it takes about 52 ft. of tape (allowing 1 ft. on each end as a leader) to complete one 2,500-capacity reel of  $\frac{1}{2}$ -watt units and about 42 ft. to fill a 1,000-capacity reel with 2-watt units. In the former case, about three and a half reels can be produced with one roll of tape, while in the latter instance, four and a third reels is produced.

The 12-in. leaders that precede the first unit and trail off from the last (*This article continued on page 186*)



**WHEN REEL IS FILLED**, operator uses trailing 1-ft. length of tape to secure end of the belt.

PHOTOS COURTESY MINNESOTA MINING & MFG. CO.



**READY FOR USE** by electronics assemblers, belt simply unwinds into new machines which automatically place resistors and capacitors at proper points in electronic circuits. Continuous feed, in contrast to previous feed from small clips which had to be constantly replaced, has greatly speeded operation. Principle may have wide application.

# OWENS-ILLINOIS ASSURES YOU A



Co-ordinated Research



Engineered Design



The Right Container

Pure research into formulae and fabrication of glass, packaging research into processing and handling methods in customer plants, and market research into consumer attitudes, add up to greater specific value for your packaging dollar.

The package that takes your product to market must take *three* needs into account. Considerations of its function in the retail store, its operating efficiency and its consumer utility all become a part of the prescription for an Owens-Illinois package.

Versatility of facilities enables Owens-Illinois to supply containers to meet special needs: Duraglas containers for almost any item; Libbey Safedge packing tumblers or premiums; Kimble Ampuls and Vials; and a variety of Owens-Illinois plastic containers.

## Good Package Design



Owens-Illinois pioneered in designing the decanter bottle, a salesmaking innovation which has been adopted by more and more distillers each year. Most of the packages, illustrated here, were designed by Owens-Illinois . . . all of them were made by Owens-Illinois.

# COMPLETE PACKAGING APPROACH



The Right Closure



Needed Fitments



Merchandising Cartons

Know-how as to the best available liner and closure—best for packing, displaying, or using a specific product—may well be one of the most important single points through which expert packaging counsel will reward you many times over.

With emphasis on the word "needed," Owens-Illinois specialists are keenly aware of sales benefits possible through use of plastic shaker and pour-out fitments which are not "gadgets" but which increase consumer satisfaction with your product.

Modern cartons are developed only through systematic consideration of their opportunity to serve you in the retail store and retail warehouse as well as on your own filling line and in transit. Owens-Illinois is pioneering such developments.

## puts your Product Front and Center



Your product gets every "assist" a container can give it when you put it in Duraglas salespackage.

This is because these containers are planned and created like an engineering project. They have

*Owens-Illinois  
engineered design  
creates containers that  
do their 3 jobs well*

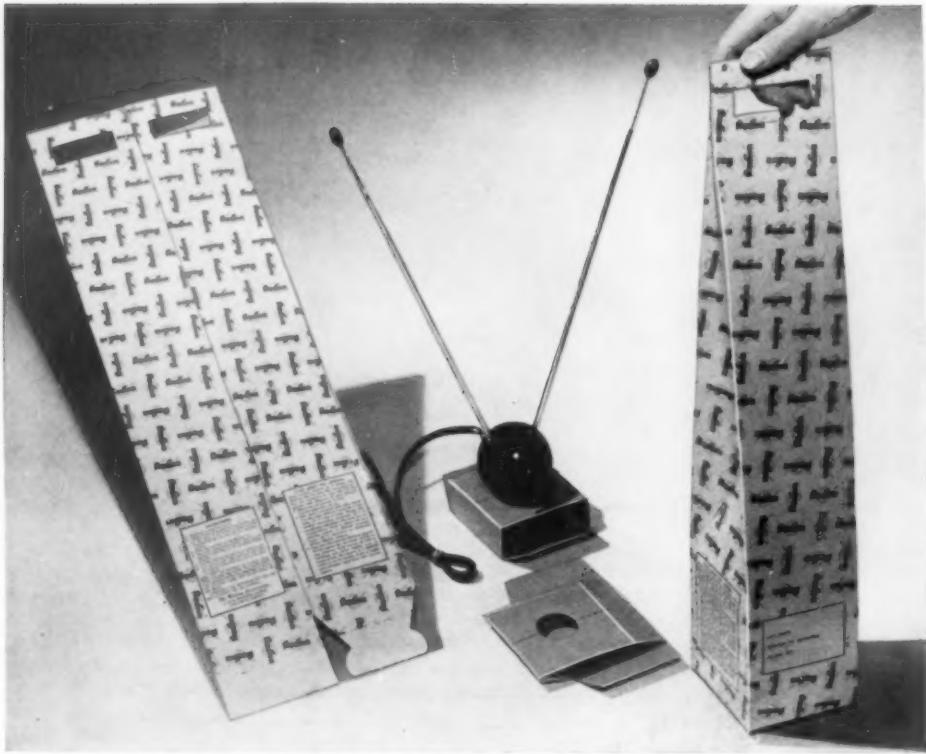
"looks"...they attract...they sell. They do their jobs well...give your product complete protection and seal its high quality securely in. And, what's more, they please the buyer by being functional...

easy to handle...easy to use.

You can count on Owens-Illinois as a marketing minded supplier of glass packages of all types, capacities and designs both stock and custom.

DURAGLAS CONTAINERS  
AN PRODUCT

OWENS-ILLINOIS  
GENERAL OFFICES • TOLEDO 1, OHIO



**FUNCTIONAL IN SHAPE**, inviting to pick up and carry, is folding carton which tapers to handle top through series of slits and scores in in-folding sides. Die-cut platform holds base of antenna. Trademark pattern is printed in brown on yellow. Note information panels.

## Carry-home for antennas

Radion wins display space and snags impulse sales with handle carton  
that makes awkward 'rabbit ears' easy to walk home with

While the idea of a carry-home carton has been widely adopted for soft drinks, some types of sporting-goods equipment and a few home appliances, such as irons, there are many additional consumer items which might benefit from the use of this package feature. This applies particularly to products which are heavy, large or awkward in shape, making them difficult to carry. As demonstrated by an interesting new package for adjustable indoor television antennas introduced a few months ago by The Radion Corp., Chicago, it is possible through imaginative design to incorporate a carry-

ing feature in the container without the need for additional material and at very little increased cost.

Radion's bright yellow "Profit-Pak" carton, with its convenient integral handle, has been credited by company officials with paving the way to an increase of nearly 25% in sales of the antennas.

The popular dipole or "rabbit-ear" type of indoor TV antenna, as exemplified by the Radion product, consists of two telescoping metal rods extending from a molded plastic base. Even with the arms retracted and swung to a vertical position, the unit measures approximately 19 in. high,

making it rather awkward to pick up and carry. In the new Radion carton, developed by company officials in co-operation with a box supplier, this problem has been effectively solved. At the same time, the product has been given greatly increased brand identity and display appeal.

Prior to adoption of the new-style folding carton, Radion packaged the antenna in plain chipboard boxes 19 in. high, or five-panel unprinted corrugated containers, stapled at the bottom. Identification was by means of labels only and no attempt was made to incorporate display features in the strictly utilitarian packages.

In laying the groundwork for a fresh merchandising approach, Radion sales officials took note of the fact that in the eyes of the consuming public, many competitive products today are regarded as substantially equal. Accordingly, they reasoned, one of the best ways to elevate the Radion antennas above competition would be to provide a new and more convenient package which would lend itself to effective retail display.

As ultimately worked out, the new Radion antenna package consists of a pre-scored and folded blank measuring 4 in. on each side and 22 in. high before the tuck-fold bottom flaps are closed and locked. Printing, in brown against the solid yellow background of the carton, consists of an all-over design made by alternating the Radion name and antenna symbol at right angles on all four display faces of the package.

In addition, four rectangular "Fact Tag" panels near the bottom of the carton contain useful information for retail sales clerks and customers. Printed in three of the panels are use instructions, facts about the antenna and warranty information, while the fourth includes space for inserting the list price and model number of the unit within the package. The latter information is inserted by means of a rubber stamp before the packaging operation.

At the top of the blank, all four side panels of the carton are die cut to provide an ample finger slot in the package when the sides are brought together and fastened with staples. One of these openings (the front) has a flap which folds through the back slot to close the top of the package and pro-

vide increased strength at this point, due to the additional layer of board thus provided.

The tapered shape of the carton, corresponding closely to that of the folded antenna itself, is made possible by alternating slits and scores which begin diagonally about 5 in. from the bottom of the package, on the two side panels, and terminate in a vertical slit and score line extending all the way to the top of the blank.

Supplementing the carton is a die-cut chipboard sleeve or platform, 1½ in. high, which slips onto the base of the antenna and prevents it from shifting laterally in the bottom of the package.

In the Radion plant, four women assemble and package the dipole antennas at a rate of approximately 2,400 units per day. One worker handles most of the packaging operation, in addition to certain assembly duties.

Shipped to the plant in flat form with the side seam glued, the cartons are quickly set up by hand and the bottom closed by inserting the interlocking flaps. Next, the base platform is slipped on the bottom of a finished antenna and the entire unit lowered into the open top of the carton. The front and back panels are then squeezed together, with the top flap folded through the back slot, and the carton is closed by means of two wire staples, using an air-operated stapler. One staple is centered through the top of the handle; the other passes through the folded flap at the base of the handle, securing the antenna against vertical movement and making virtually a dustproof top seal.

Following adoption of the new car-

ton design, Radion created an entire merchandising campaign around the package, using ads in trade media in addition to self-mailers and promotional letters. During this campaign period, unit sales of the antennas rose 23%—a remarkable gain attributed largely to the sales appeal of the new carry-out carton.

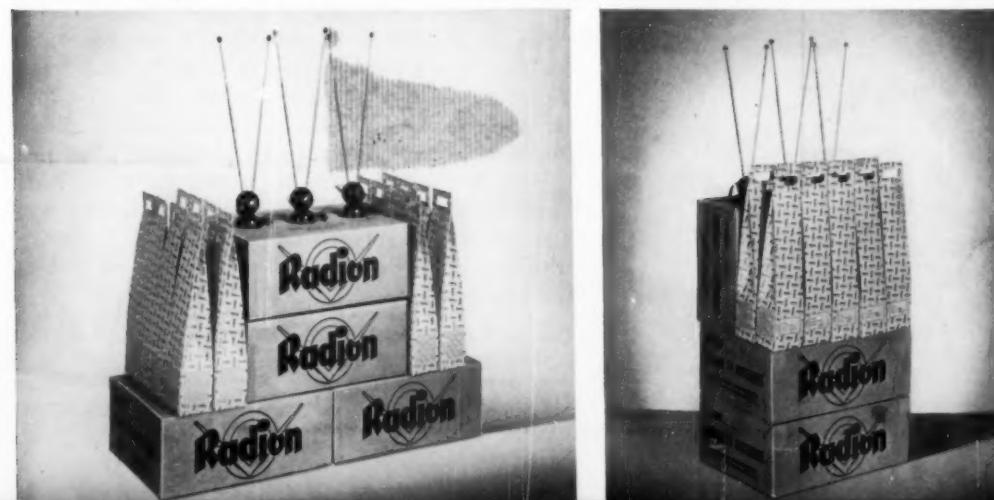
In promoting the package to its trade accounts, the company shows them how various types of attractive store displays may be built with the cartons, urging dealers to "make the 3 square feet under a Radion antenna carton the most profitable space in your whole store." Reminding dealers how successful carry-out cartons have been in other types of retail outlets, Radion points out that the easy-to-pick-up feature of the new package leads to impulse sales and extra profits.

To date, approximately one-half million packages have been used.

In addition to its distinctive appearance and convenient handle, the new tapered carton requires less space in shipping, making it possible to pack a dozen of the units in the compact shipping case by arranging them alternately "head to foot" in two layers of six cartons each. The same basic carton, printed in a solid color and identified by means of printed labels, is used by Radion for a number of antennas which it produces under private brand names.

**CREDITS:** *Folding cartons and platform inserts by National Paper Box Mfg. Co., Second & Somerset Sts., Philadelphia, Pa. Corrugated master shipping containers by Schiller Container Co., 5951 S. State St., Chicago. Air-operated stapling unit by Bostitch, Mechanic St., Westerly, R. I.*

**TWO WAYS TO DISPLAY** antennas and packages on base of shipping cartons in store. Bold trademark on side of shipping carton carries brand-name impact. Smaller display takes up no more floor space than a single television set. Sales have increased 25% since the introduction of new packaging.





## Awkward-shaped product out front

A combination display-shipper neatly solved the problem of packaging an awkwardly shaped product recently introduced by Damar Products, Inc.—a 3-ft.-long aluminum spray cleaner for flushing sidewalks, outdoor furniture, etc., sold in supermarkets, hardware and department stores.

Six of the company's new Aqua-Sweep Water Brooms fit into the top and bottom slots of a corrugated paperboard shipping container that converts into a point-of-sale display. The six brooms are held in position without touching. Flaps fold back and are locked into position by the separate printed display card at the top. This shallow container makes a lightweight, small, easily handled shipper that is inexpensive, easily packed, stored and shipped. It has appeal to the retailer, who has a ready-to-set-up display unit occupying a minimum of floor space.

Printing is in dark green on yellow clay-coated board, with a grass and flagstone design suggesting use of the broom on a walk.

CREDIT: Display-shipper by Robert Gair Co., Inc., Teterboro (N. J.) Container Div., New York.

# DISPLAY



## Tie-in for whole picnic menu

The Dow Chemical Co.'s colorful pole display highlights the company's summer promotion of Saran Wrap with a theme of "Easiest Way to Pack a Picnic." Topping the pole, which stands about the same height as a gondola, is a reproduction of a typical picnic basket jam packed with appetizing picnic foods protected with Saran Wrap. The unit is designed to serve as the center for a store-wide picnic promotion. It offers the retailer an opportunity to arrange a sales-building island display tying in related picnic items. Up to 24 cases of Saran Wrap and a variety of related items such as olives, pickles, baked goods, luncheon meats, cheeses, paper plates and other picnic supplies may be stacked around the unit. Other items in the promotion are a full-color banner and wire hanger which may be used to decorate a display. Also available is a shelf talker with tear-off pad of picnic check-list sheets.

CREDIT: Pole display by Kindred, MacLean & Co., Inc., Long Island City, N. Y.

## Help-yourself flashbulbs

A new point-of-sale idea in the photographic field is a "serve-yourself" dispenser offered to dealers by the lamp division of the Westinghouse Electric Corp. for its M-2 miniature flashbulbs. Designed to stimulate impulse buying, the dispenser is compact enough to be placed on a counter, or it may be hung on the wall.

A case of a dozen 12-lamp M-2 sleeves fits into the dispensing container, which is made of colorfully printed paperboard with a die-cut opening in the bottom that permits easy removal of a sleeve pack by the customer. As one pack is removed, the stack drops by gravity and another pack falls into position ready for the shopper to help himself. The unit is easily refilled through the top.

Copy on all sides of the dispenser clearly identifies the product as Westinghouse M-2 flashbulbs. A rectangular patch prominently displays the \$1.20 price. Top flap is lifted to create a front riser and a circular tab in the back is provided for hanging the unit.

CREDIT: Dispenser carton by Continental Folding Paper Box Co., Inc., Ridgefield, N. J.



## GALLERY

### Pen sets as fashion accessories

Two display pieces promote the Easterbrook Pen Co.'s new "Petite" Purse Pen and Pencil set as a women's fashion accessory. One is a black wrought-iron counter unit that effectively displays the colorful sets. The matched pens and pencils, offered in six different pastel shades, are put up in vinyl plastic cases in colors complementing those of the pens and pencils. Six cases fit into the bottom section of the display. Directly above, six pens and pencils are held vertically by the metal rack. The other display unit is a merchandising tray, made of die-cut and scored paperboard, holding a half dozen complete sets which stand out against a dark background. Tests of the merchandising plan are being made in key women's-wear stores, as well as in Easterbrook's regular gift and stationery outlets. The dealer promotion is being backed by full-color pages in four national magazines — *Life*, *Post*, *Collier's* and *Glamour*.

CREDITS: Displays by Leon L. Berkowitz Co., Philadelphia. Plastic cases by Kelley & Heuber, Inc., Philadelphia.





DETAILS ARE CHECKED by W. R. Vos, left, assistant advertising manager; J. H. Wyss, center, advertising manager, and Robert Cooper, Jr., director of purchasing. The advertising advantage to be gained by stronger emphasis on the Cooper name was a factor for consideration in the package redesign.

## Cooper's coordinates

A well-planned redesign ties together, under the company name, two trademarks and three lines of men's apparel

Men's underwear, sportswear and hosiery produced by Cooper's, Inc., Kenosha, Wis., are now reaching retail outlets in newly designed, co-ordinated packages which have solved several merchandising problems for this well-known manufacturer of masculine apparel.

Cooper's smartly styled new cellophane wraps, folding and set-up boxes, printed tags and woven labels not only facilitate consumer self selection of the various items, but also emphasize the institutional aspect by focusing stronger attention upon the Cooper's name and tying it in more closely with the three lines of products.

Aside from the design features involved, choice of colors and related appearance factors, the new Cooper's program is of interest because it illustrates the importance attached to

packaging by a forward-looking organization in promoting the sale of its merchandise. It also demonstrates how a repackaging program can outgrow an original, limited objective.

Cooper's story is not unique, by any means; rather, it is quite typical of packaging problems that arise in growing companies and it illustrates basic principles that all packaging people need to be reminded of frequently.

In its preliminary stages, the Cooper's program was immediately concerned with the need for improved design coordination between the company's Jockey brand undershirt package and that used for the Jockey lowers. Redesign work involving these particular packages got under way in the spring of 1954. Before being completed, however, the redesign activity

was expanded to include the complete Cooper's line.

Cooper's officials reasoned that while a new undershirt wrap could be developed that would tie in satisfactorily with the lowers package, sufficient opportunity for improvement existed to warrant consideration of a complete repackaging program.

The lack of coordination between various Cooper's packages was an outgrowth of the practice, followed by many growing companies, of adopting packaging units to meet individual situations as they arise, rather than fitting them into a comprehensive over-all plan. The eventual result, in many instances, is a group of packages which, although individually acceptable, do not function effectively as a coordinated team.

In the previous group of Cooper's

packages, this absence of design unity showed up in a number of ways. Gray boxes were used in some instances and black in others. Some units employed solid colors while others used diagonal stripes. There were no strong elements of design which would indicate that the Cooper's and Jockey lines were produced by the same organization. This situation made coordinated displays and merchandising difficult. In some of the individual packages, such as the cellophane wrapper for Jockey undershirts, the display value of the unit had been impaired by including too much information on the front panel and failing to utilize the reverse side of the package for this purpose.

As outlined by Cooper's sales executives, two principal objectives were sought by the company in authorizing

an independent design agency to proceed with a complete package redesign program. These included (1) an increase in sales, brought about by favorable consumer response to merchandise that is more attractively presented, easier to identify and select and (2) development of a continued and improved regard for the Cooper's franchise by retail merchants. Here it was felt that the deliberate institutional effort, in the form of more attractive packaging units used to ship merchandise to the retail stores, would continually call favorable attention to the company in the course of receiving, handling and selling merchandise.

#### Requirements

During preliminary discussions of the revised packaging program, several specific requirements were set up.

First of all, the company wanted a coordinated design which would visually associate the underwear, sportswear and hosiery items as products of Cooper's, Inc. It was also necessary that the handling of product identification and information elements which influence consumer selection of merchandise—style, fabric content, size and price—should be clear, legible and organized for quick recognition. In addition, the new designs were to provide improved brand identification and greater association between the Jockey and Cooper's trademarks.

Although both style and quality were to be reflected throughout the new packaging program, no attempt was made to address the packages to a specific economic or social level. Instead, emphasis was placed upon a

**FAMILY IDENTITY** is achieved in both cellophane envelopes and set-up boxes in the new design (upper photos). Single design pattern; single red, white and black color scheme and close association of the "Jockey" and "Cooper's" brand names correct faults of the old line (lower illustrations).



broad consumer appeal. Also, because many of the packages are seen and used daily by retail-store personnel, an effort was made to create a design which would "wear well" over an extended period.

Three distinguishing color combinations were selected for the basic categories of merchandise offered by Cooper's: red and black for underwear, blue and black for sportswear, and yellow and black for hosiery.



COLOR CHANGE, to light blue instead of red for third color, distinguishes sportswear from underwear; otherwise, boxes are identical. Note how fact tag on shirt carries out design scheme.

The modern design format followed, with its rectangular blocks of alternating colors and tone patterns, is flexible, to the extent that it can be adapted for use with special-purpose packaging units.

In the underwear cartons, although a strong design relationship exists, sufficient prominence is given to the Cooper's and Jockey brand names to provide easy identification. The underwear cartons also illustrate the increased association of the two brand names on each unit.

Included in the design treatment for items sold under the Cooper's trademark is a distinctive tone or "honeycomb" pattern formed by a pattern of white reverse dots against black. This easily recognized element adds identification value and merchandising unity to all the Cooper's brand merchandise and helps to set it apart from the companion Jockey brand products.

As part of the entire redesign program, the end labels used on the various boxes for stock identification when the packages are stocked on shelves or racks have been styled to form an integral part of the package design, appearing to be printed directly on the carton. Harmonizing with the

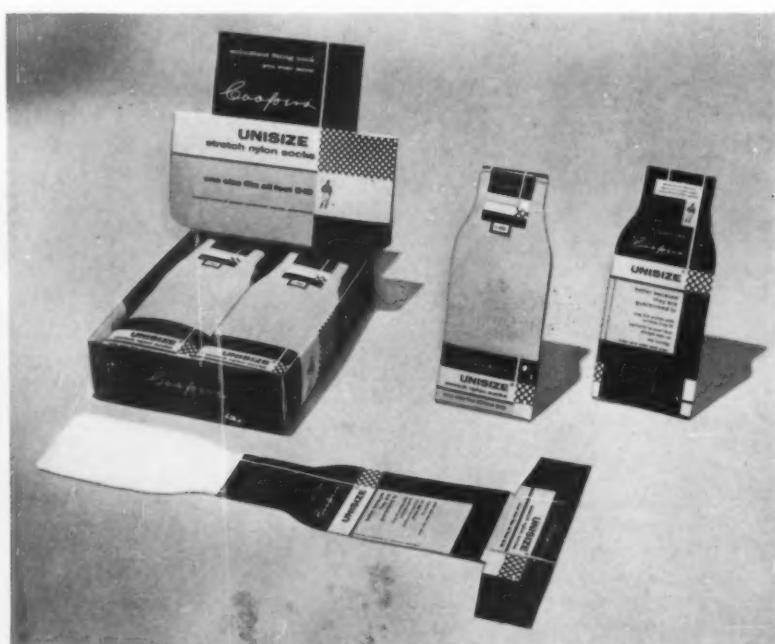
packages themselves in typographic treatment, the new labels are organized for rapid reading and are much more legible than those used earlier.

While all the redesigned Cooper's wraps and boxes are distinctly new in appearance, they are not so radically removed from the earlier packages as to create a recognition problem in the retail store. The similarity of colors used, trademarks, etc., are factors which successfully bridge the old and new designs. Cooper's sales officials believe that this visual relationship between the old and new packages is desirable, particularly to the retailer, since it protects his older stocks against appearing outdated.

Among the most important individual packages included in the new Cooper's program are the cellophane envelopes used for Jockey underwear. In addition to a much closer visual association between the shirt and lowers packages, several basic improvements have been made to facilitate self selection by the consumer of this merchandise. Better legibility has been provided for such points as garment description, fabric content and style number, supplemented by improved, larger illustrations showing their distinctive features. Fabric content is now carried in bold, legible type, along with the style number of the particular garment. Additional product information and selling copy are printed on the reverse sides of the packages, making it possible to confine the front panel to essential details of immediate interest to the prospective purchaser. This practice had previously been followed on the lowers package only.

On both the front and back panels of the cellophane packages, the familiar Jockey trademark appears in black and white against a solid red background panel. Formerly, the trademark was used in much smaller size, printed in red and black and enclosed within a border. This new treatment is in line with a general practice followed in connection with the trademark on all boxes, tags and woven labels used on the garments themselves. It simplifies the production problem and also makes the trademark easier to recognize, particularly in small reproductions such as are used on the woven labels.

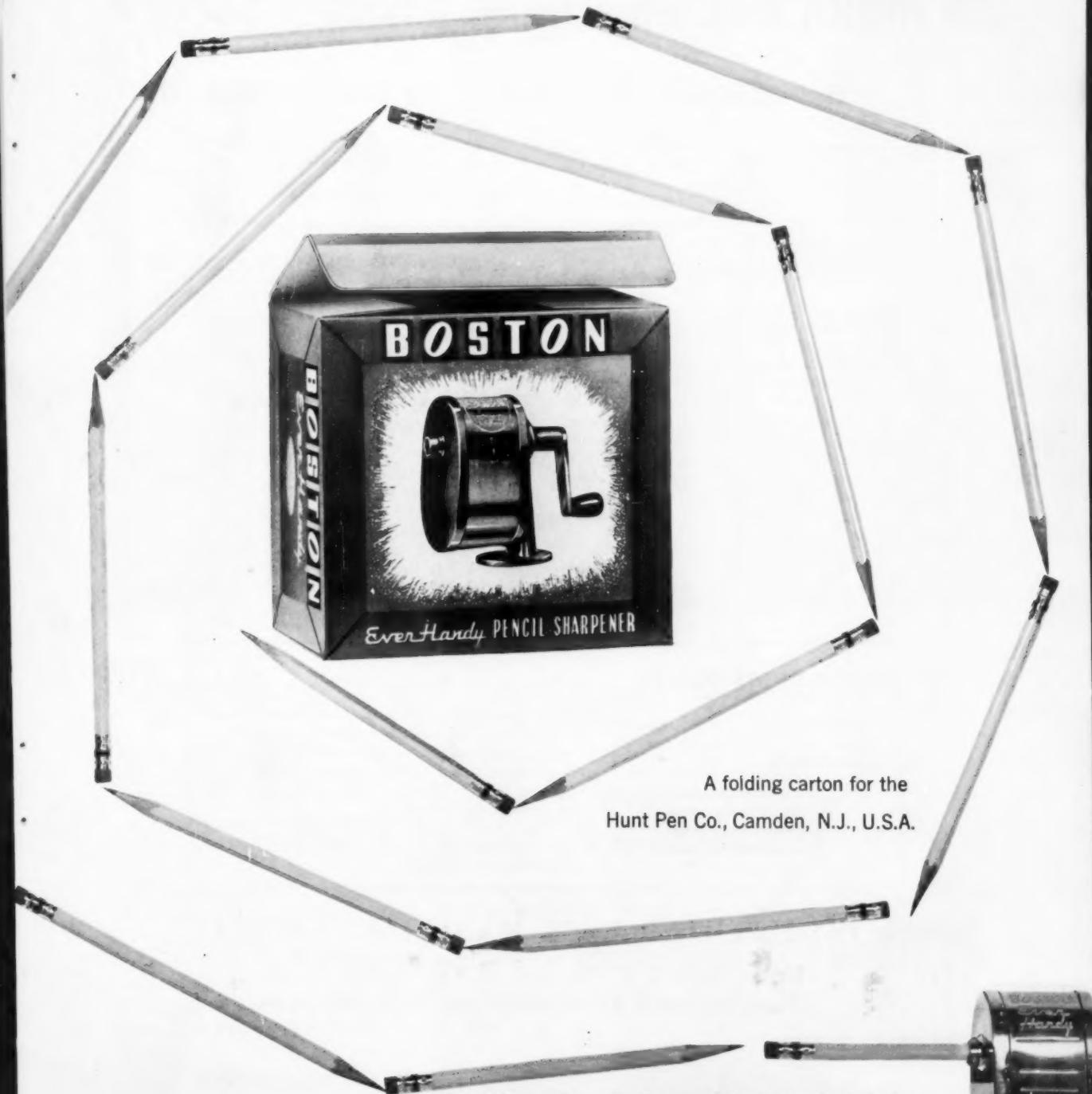
The same general design approach has been followed on the new undershirt wrap, as exemplified by that used (*This article continued on page 182*)



UNIQUE PACKAGE has been devised for nylon stretch socks. Folder inserts into one sock, stretching it to show size and color, folds around both socks and is secured at bottom by flaps sealed with cellulose tape. Saddle label at top carries price tag. Flat folder is shown in foreground, with front and back of completed package at right. The standard Cooper's design scheme is used here, with yellow as the identifying color.

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Because of the complexity of wax chemistry, the business of tailoring waxes to specific uses is literally a "business for experts." The INDRA Wax Packaging Advisory Service makes

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Its purpose is to analyze packaging materials and containers that are submitted by packagers with special reference to the performance of the waxes used in them. The Advisory Service, in turn, prepares a full report that includes details of its findings, performance ratings, recommendations and related comments. The analysis is free and without obligation.

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Simply submit a sample of the package, wrap or container component on which analysis is desired together with details of its use, conditions to which subjected, properties required and other salient data. Address the shipment and letter to Technical Director, INDRA Wax Packaging Advisory Service, Industrial Raw Materials Corp., Lyndhurst, New Jersey.

***Use any of these? . . . then wax is in the picture!***

<b>bread wraps</b>	<b>fibre containers</b>
<b>cans</b>	<b>bottle caps</b>
<b>closure liners</b>	<b>kegs</b>
<b>multiwall bags</b>	
<b>flexible laminates</b>	
<b>protective coatings</b>	
<b>frozen food containers</b>	

It's true—waxed paper is just *one* of many places where wax imparts highly valuable properties to packaging. But because there are so many special-purpose formulas, it takes experts to tell if you're getting *all* the "plus" values that the truly *right* wax compound can provide.

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↑ THIS NOVEL yet effective pump gun helped boost Pratt's Garden and Rose Dust sales to an all-time high! Low cost Harcord packaging permits a fast "retail" on this sell-on-sight package.



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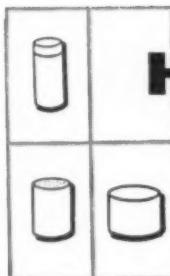
↑ PROMOTION with a successful past and promising future is Permatex Cooling System Cleanser and Radiator Rust Preventor. A functional, partitioned Harcord canister which opens on both ends has helped make this "twin" merchandising package a top seller.

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In the final analysis, she's the expert who says where things should be placed on the shelves, and more important, what things should be placed on the shelves. That's where we at H-A come in.

It is our job to provide glass packages for your products that win first place in shelf competition, and move into the home. It's the reason we strive to make every H-A glass container mean Home Approved.

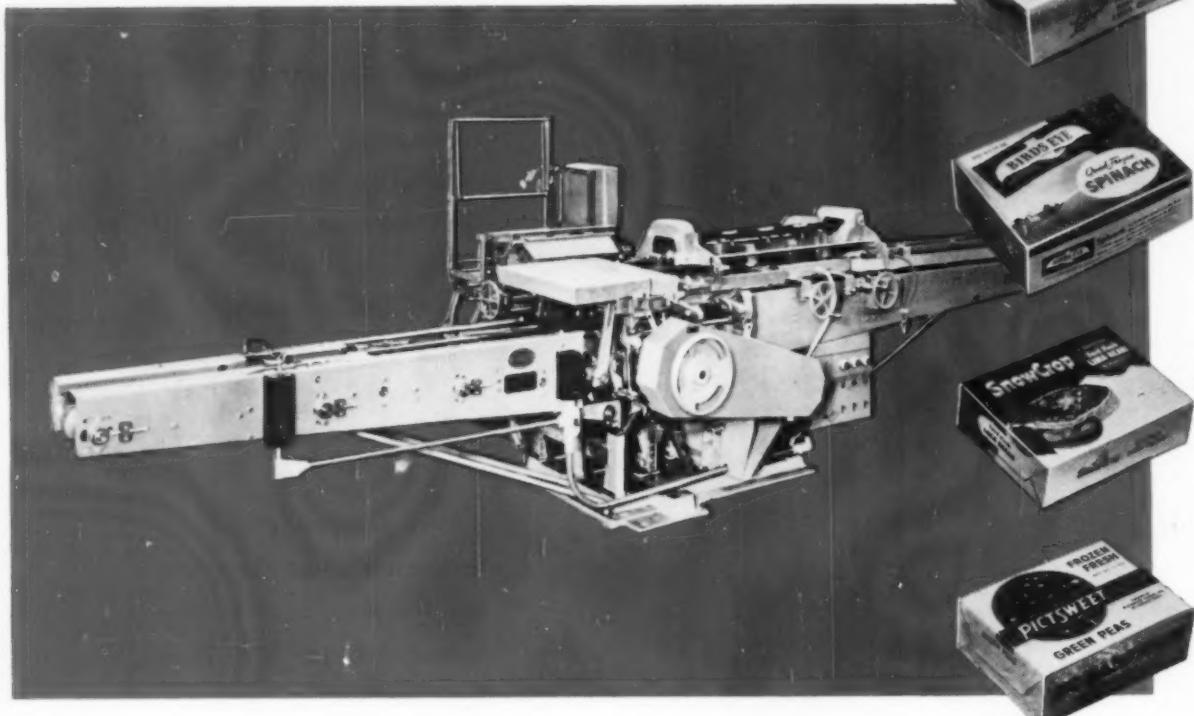
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# TECHNICAL

ENGINEERING • METHODS • TESTING

Charles A. Southwick Jr. • Technical Editor



1. TO START THE TEST of ink adhesion to polyethylene film, ink lines are applied in a transverse direction across a sheet of treated film, using a Speed Ball drawing pen.



2. SANDWICH IS MADE with another sheet of treated polyethylene film. The two sheets of polyethylene are gently pressed together at the ink lines.

## Ink receptivity of polyethylene film

Method for measuring glue adhesion between films is adapted to give a more accurate index of ink adhesion. By A. F. CHAPMAN\*

Because of its inertness and non-polar properties, polyethylene film cannot be printed with inks recommended for cellophane. Several methods for conditioning the film surface to make it ink receptive have been employed by various polyethylene film extruders. Ink-adhesion tests are needed to determine the effectiveness and the degree of such conditioning treatments.

\* Technical Representative, Sales Development and Technical Service Section, Film Dept., E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Del.

Ink adhesion to polyethylene film is usually measured by the pressure-sensitive-tape method. Tape is pressed against the printing, after which printed film and tape are separated by a quick pull. If the pressure-sensitive tape removes ink from the film, ink-to-film adhesion is considered unsatisfactory.

Obviously, this test is not a precise one. It is well known that the measured ink adhesion often varies with the roll of tape used. In addition, the pressure employed to adhere tape to

print has an effect on the results. Ink-adhesion ratings also vary with the rate at which tape is removed from the film. The ink maker may add wax-like materials to his inks to prevent blocking; if so, tape-adhesion results will vary with the type and the amount of wax compound which is used.

Many manufacturers test adhesion of adhesives to film by peeling apart two glued film surfaces. This is accomplished at a constant rate of loading on a tensile tester, usually a Suter

TABLE I—ADHESION OF INK<sup>1</sup> TO  
TREATED POLYETHYLENE FILM  
Adhesion vs. degree of  
treatment

Film treat- ment- degree	Adhesion value <sup>2</sup>			Tape adhe- sion <sup>3</sup>
	Max.	Min.	Avg. <sup>4</sup>	
None	5	0	2	0
Low	100	35	75	10
Medium	400	275	405	10
High	600	400	473	10

<sup>1</sup> Commercially available ink designed for printing polyethylene film.

<sup>2</sup> Suter peel values, 1½-in.-wide samples. Rate of peel 1 ft./min.

<sup>3</sup> Grade 0=no ink adhesion. Grade 10=perfect ink adhesion.

<sup>4</sup> Average of 10 samples.

tester. Basically an ink is a colored adhesive compounded to possess non-blocking characteristics. Therefore, the above-mentioned test for adhesives should also be applicable for inks.

#### Method

To test this approach, a Speed Ball D-O drawing pen was used to apply a line of flexographic ink in the transverse direction across a sheet of treated polyethylene film. A similar sample of treated polyethylene was immediately placed on top of the above specimen. The two films were gently pressed together at the ink (glue) line. Here, two treated surfaces of polyethylene film were in contact with one line of ink (glue). This ink sandwich was allowed to dry in an oven at 75 deg. C. for about 16 hours. If a temperature higher than 75 deg. C. were used, danger of film blocking would occur. At temperatures below 75 deg. C., longer periods of time would be required to remove the solvent (alcohol in this case) from the bond.

Of course, a "green" seal (not solvent free) will not give a true picture of ink adhesion. The dry ink sandwich was next cut into 1½-in.-wide samples and the film peeled apart on a Suter tester.<sup>1</sup> The recorded number of grams of pull required to accomplish peel was considered the adhesion between ink and film.

In Table I data are recorded for ink-adhesive values obtained for polyethylene films of different treatment levels.

Obviously, the test differentiates

<sup>1</sup> Alfred Suter modified single-strand tester; manufactured by The Alfred Suter Co., New York.



3. SAMPLE IS DRIED in an oven at 75 deg. C. for about 16 hours. At higher temperatures, there would be danger of blocking.

degrees of film treatment, whereas the tape-adhesion test only shows differences between untreated film and films that have been treated.

When inks from different sources are employed with the same film, different adhesion values are obtained, as expected. Also, the ink receptivity is not identical for treated films prepared by the various different film manufacturers.

These factors are illustrated by the data in Table II.

Here also the ink-adhesion test described above gives more information about the ink receptivity of a polyethylene film than can be obtained by a tape test.

Although the above tests were made with flexographic inks, gravure inks of the type used for cellophane have been employed successfully.

When compared with the untreated variety, surface-treated polyethylene film may possess inferior heat-sealing characteristics. In view of the possible effect of treatment on heat seal, it is desirable to be able to detect very

TABLE II—ADHESION OF INK TO  
TREATED POLYETHYLENE FILM  
Adhesion vs. ink and treated  
film source

Film manu- facturer	Ink maker	Ink adhesion	Tape ad- hesion <sup>3</sup>
I	A Reg. <sup>1</sup>	126 (Avg. of 10)	10
II	A Reg.	76	10
I	A Sp. <sup>2</sup>	100	10
II	A Sp.	45	8+
I	B Sp.	261	10
II	B Sp.	160	10
II (Un- treated control)	B Sp.	0	4

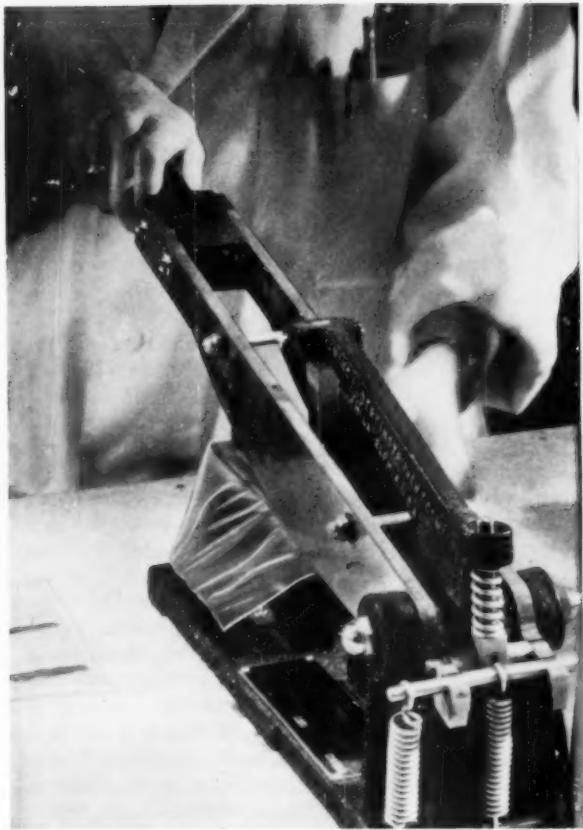
<sup>1</sup> Regular flexographic ink.

<sup>2</sup> Special flexographic ink for printing on treated polyethylene.

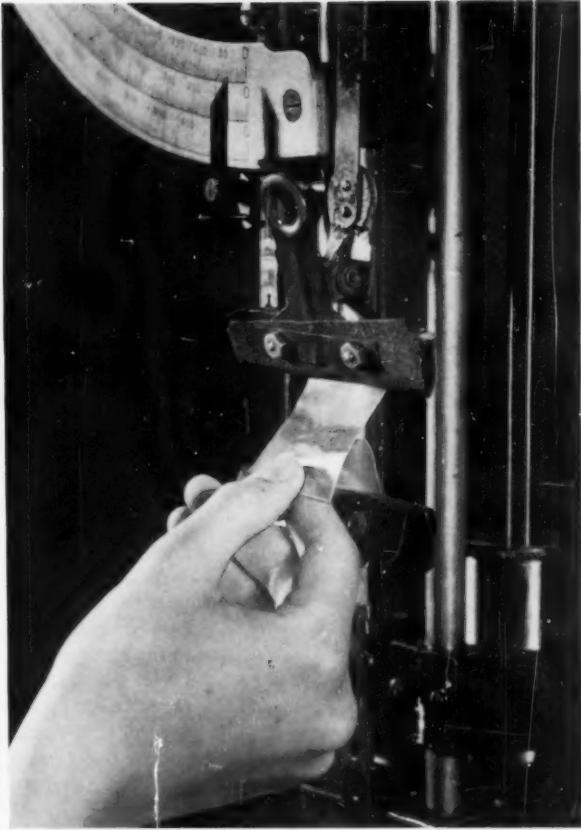
<sup>3</sup> 10=perfect, 7=passable, 4=failure.

slight degrees of treatment on the surface of the film as well as that of heavy treatments.

The above ink-adhesion test principle is applicable. The ink receptivity



4. DRIED SAMPLE IS CUT into 1½-in. strips—a size designed to be suitable for the Suter tester.



5. ADHESION IS MEASURED on Suter tester by number of grams pull required to peel strips apart at ink lines.

TABLE III—INK ADHESION TO  
TREATED POLYETHYLENE FILM  
Test for degree of  
treatment

Film	Surface treatment	Ink adhesion <sup>1</sup>		
		Max.	Min.	Avg. (10) (Gms.)
I	Full	148	110	125
I	Slight	20	12	17
II	Full	152	110	131
II	None	8	4	6

<sup>1</sup> Ink used as a glue—Suter peel values, 1½-in.-wide samples.

of a commercial ink to very slightly treated polyethylene was examined as shown in Table III.

Obviously, the above test principle is applicable, but the inks used do not give accurate results, since a value of only 17 gms. was obtained for the very slightly treated film as compared with 6 gms. for film not treated. The Suter tester is not accurate for measuring in this low range.

In order to differentiate between polyethylene films that have been

given very light surface treatments and those that have had no treatment whatever, it was necessary to develop an adhesive having a fairly high level of adhesion to untreated polyethylene film. This would raise the level of Suter peel values to a range that would more accurately measure small differences in adhesive properties. The desired adhesive properties were found in a blend containing, by weight, 67.5 parts "Hypalon"<sup>2</sup> chemical rubber and 7.5 parts "Polypale"<sup>3</sup> resin in 220 parts of secondary butyl acetate. This adhesive was used as the ink in the ink-adhesion test described above.

Typical data are recorded in Table IV.

Obviously, the above-described polyethylene film adhesive can be used to determine the presence of small amounts of surface treatment. It is not applicable for determining the ink receptivity of fully treated

<sup>2</sup> Manufactured by Organic Chemicals Dept., E. I. du Pont de Nemours & Co., Wilmington, Del.

<sup>3</sup> Manufactured by Hercules Powder Co., Wilmington, Del.

TABLE IV—ADHESION OF INK TO  
TREATED POLYETHYLENE FILM  
Test for degree of  
treatment

Film	Surface treatment	Ink adhesion <sup>1</sup>		
		Max.	Min.	Avg. (10)
I	Slight	1130	670	851
II	None	385	280	325
III	None	395	270	320
I	Full	1300+	1300+	1300+
II	Full	1300+	1300+	1300+

<sup>1</sup> Glue containing 67.5 parts "Hypalon" chemical rubber, 7.5 parts "Polypale" resin, in 220 parts secondary butyl acetate used as an ink. Suter peel values, 1½-in.-wide samples.

polyethylene film. All bond strengths would be beyond the capacity of the Suter tester. For this purpose a commercially available ink is satisfactory, as described above.

The ink-adhesion test described in this paper is also applicable to polyester film.<sup>4</sup> Attempts are being made to use this principle to test the ink receptivity of cellophane.

<sup>4</sup> Polyester film is made by Du Pont and is trade named Mylar.

# Insect repellency in multiwalls

Bags treated with non-toxic pyrenone in surface coating are found completely resistant to insect penetration. By K. A. ARNOLD\*

Due to insect infestation, millions of dollars worth of food products have been condemned as unfit for human consumption by Federal inspectors. In flour products, the main sources of infestation appear to be in the grain, during the milling process, and through the package during shipping and storage. Considerable progress has been made in treating the grain with non-toxic insecticides to prevent infestation at that point.

Shortly after World War II an accelerated program of sanitation in the mills promised to eliminate infestation at that stage. Early in 1946, St. Regis became aware of a definite need for the development of a multiwall paper bag completely impervious to penetration by the flour-infesting in-

sects, especially for shipment of flour into hot, humid areas favorable to breeding of insects.

## Tests and development

Insects occurring most frequently in flour infestation include the cadelle, saw-toothed grain beetle, confused flour beetle and the lesser grain borer. Tests on commercial 100-lb. flour bags in 1946 proved that the regular untreated multiwall paper bags were fairly resistant to insect penetration under normal conditions and greatly superior to untreated fabric bags. Under severe infestation conditions such as are encountered in the Southern states and tropical regions, the untreated multiwall bag may be penetrated by the flour-infesting insects.

For this reason, laboratory tests were started to determine the effectiveness of various insecticides against the infesting insects.

After extensive laboratory evaluations, we found pyrenone to be far more effective than other insecticides against flour-infesting insects, under the conditions of treatments adaptable to multiwall bags. Pyrenone is a combination of two insecticides and is made up in the ratio of 10 parts piperonyl butoxide to 1 part pyrethrin. The piperonyl butoxide acts as a stabilizer and activator for the pyrethrin content. Laboratory tests indicated this ratio to be optimum and that a coverage of 50 mg. piperonyl butoxide per square foot plus 5 mg. pyrethrin per square foot was needed for effective protection against insect penetration.

After we had determined that pyrenone looked very promising and established the coverage needed for protection, extensive tests were made to determine a suitable formulation to treat paper on the paper machine.

Since it was not known whether a surface coating or impregnation of paper would give the best results, both types of treatments were applied by commercial machines and fabri-

cated into 100-lb. multiwall flour bags. The bags were standard four-ply bags constructed of three plies of 40-lb. natural kraft and one ply of 50-lb. natural kraft. The outer ply of the treated bags had 50 mg. piperonyl butoxide and 5 mg. pyrethrins per square foot with the pyrenone on the outer surface. Half of the treated bags had no treatment on the tuck-in sleeves and the rest were treated.

In December, 1948, test bags comparing the various combinations of treatments with untreated bags were filled with sterilized flour at each of two well-known flour mills and shipped to two independent laboratories. The tests were made at 83 deg. F. and 65% rh, which were considered optimum for the propagation and activity of the insects.

## Test results and conclusions

In both laboratory tests the filled bags were placed in steel chests and a large number of cadelles, confused flour beetles and sawtooth beetles were placed on top of the bags along with a small amount of flour for food. (See Figs. 1 and 2.) At the end of an eight-week period, the chests were opened and the contents of the bags sifted to determine the number and types of insects that entered the bags. The conclusions from the results obtained by the tests at both these laboratories were:

1. The multiwall bags having the outer ply and sleeve coated with pyrenone applied under commercial machine conditions were completely resistant to all the insects employed in these tests. Furthermore, practically all the insects placed in the chests containing this type of bag were killed by contact with the paper bags.

2. The type of bag having a pyreneone-impregnated outer ply and sleeve were not completely resistant to insect penetration, showing that the surface-coating method with the same amount of insecticide was more effective.

3. Creped kraft sleeves coated with



1. FOR LABORATORY TEST, 300 insects and larvae of common infesting species are placed on top a four-ply multiwall bag filled with 100 lbs. of flour and having surface coating of pyrenone. Small amount of flour is placed with insects for food.

pyrenone were not penetrated by any of the insects; heat-sealed, resin-coated sleeves were resistant to all the insects except the cadelle, which bored through the resin-coated sleeve.

#### Toxicity of pyrenone

After the pyrenone insecticide coating had been proved to be effective and commercially feasible, it was necessary to prove the pyrenone to be of low toxicity in order to obtain approval for its use in bags to package products for human consumption. Lehman (1, 2)<sup>†</sup> presented data which indicates that the acute oral toxicity of pyrenone is negligible; also, that pyrenone is not dangerous when applied to the skin. Lehman stated in 1948, "Combinations of pyrethrins and rotenone with the two insecticide activators, piperonyl butoxide and n-propyl isomer, appear to be the safest for use from all standpoints. However, even here the possible limitations of these combinations await the outcome of the more prolonged laboratory observations, especially lifetime feeding studies of the activators."

In addition to these statements on the toxicity of pyrenone, unused bags from the insect-resistance tests were submitted to the U. S. Food & Drug Administration for their analysis. As a result, permission was granted for the use of the desired coverage of pyrenone as the outer surface on a multiwall paper bag for flour.

#### Field tests

The next step was to make arrangements with two large flour-milling companies for shipments of pyrenone-treated bags in badly infested boxcars.

The first test was made in conjunction with Pillsbury Mills, Inc., and the Continental Baking Co. On Aug. 2, 1949, a railroad car containing 900 bags of sterile flour packed in pyrenone-treated multiwall bags was shipped from Enid, Okla., to the Continental Baking Co.'s plant at Memphis, Tenn. The test bags were of standard 100-lb. flour-bag construction, having the pyrenone on the outer ply, on the sleeve and on the bound-over tape used on the sewn ends. The bags were loaded into a new freight car which had been thoroughly cleaned, fumigated and lined with soft-finish carliner paper. Between 3,000 and 4,000 live red rust beetles were scattered on top of 10 rows of bags at the brake end of the car.

<sup>†</sup> Numbers in parentheses identify References appended.

Sixty-five hours later, at Memphis, the car was carefully unloaded under the supervision of Dr. George B. Wagner of Pillsbury Mills. Of the 3,000 beetles originally present, 2,361 were dead, 287 paralyzed or in a coma and the remainder unaccounted for, although they probably escaped into cracks in the freight car. None of the beetles was able to get into the treated bags, proving that the pyrenone treatment offered complete protection against insect penetration under extremely severe conditions.

It is significant to note that the toxicity of the pyrenone to the beetles was so great that only three beetles were found in the opposite end of the car from the end where they were placed. The lack of migration is especially interesting when the beetle's ability to fly is considered.

The second test, at the Commander-Larrabee Flour Mills Co., St. Joseph, Mo., was similar to the Pillsbury-Continental test except that 2,000 confused flour beetles were placed in a carload of 990 pyrenone-treated bags filled with sterilized flour and shipped to the Continental Baking Co. plant at Paterson, N. J. On Aug. 29, 1949, or two weeks after the insects were placed in the car, the freight car and contents of the bags were inspected. No beetles were found in any of the bags, proving again that pyrenone-treated bags were completely resistant to insect penetration. A total of 2,697 beetles and larvae were found in the freight car, of which all were dead except 47 that were in a coma or paralyzed.

#### Coating methods

Some of the earlier coatings were made by using a paper-machine size press to apply the insecticide coating of water-emulsifiable pyrenone, clay and starch adhesive. These coatings were successful from the insect-repellent



2. FOR STORAGE PERIOD of eight weeks, each bag, with insects, is sealed in a steel chest with rubber gasket and metal cover fastened with screws. Bags having outer ply and sleeve coated with pyrenone applied under commercial machine conditions were completely resistant to all insects used in the tests.

standpoint, but the emulsifying agents destroyed the sizing of the natural kraft paper. Since sizing of the outer ply of multiwall bags is an important factor in bag performance, extensive work was undertaken with the supplier of pyrenone to develop a new coating formula that would not affect the sizing.

Since the most concentrated form of pyrenone was a dark-brown liquid similar to oil, it was found that it could be readily impregnated into a clay powder for subsequent application as a size-press coating using a starch adhesive. It was necessary to keep the pH of the coating formula slightly acid, as alkaline conditions cause decomposition of the pyrenone. Also, the base paper had to have some wet-strength resin to achieve satisfactory sizing. The pyrenone-impregnated powder contains 25% pyrenone concentrate and the balance is clay. Since the insecticide concentrate has  $\frac{1}{2}$  piperonyl butoxide, the amount of pyrenone-impregnated powder to give 50 mg. piperonyl butoxide per square foot would be 2.0 lbs. per ream  $24 \times 36 = 500$ .

It is possible to use a size press to apply pyrenone on almost any type of paper, ranging from flat kraft to (This article continued on page 194)

# Questions & Answers

This consultation service on packaging subjects is at your command. Simply address your questions to Technical Editor, Modern Packaging, 575 Madison Ave., New York 22, N.Y. Your name or other identification will not appear with any published answer.

## WVT testing of waxed paper

**QUESTION:** One of our products is packaged in a waxed-paper satchel which is heavily folded and creased. We would like to have some idea of the moisture protection given by the waxed paper after it has been formed into the satchel. We know that the water-vapor-transmission tests on the paper as received are not a good comparison and yet we have found package tests to be slow and costly. Can you suggest a means of measuring the moisture protection of this waxed paper as it is used as the package for our product?

**ANSWER:** The problem of simulating the degradation that some moisture-proof materials undergo in fabrication is an old one that does not appear amenable to a universal answer.

The Technical Association of the Pulp and Paper Industry has a test procedure (TAPPI-T-465) that describes a folding of the sample before water-vapor-transmission testing. This test method produces an increase in the transmission rate of waxed papers and this increase is a useful index of the workability of the sample, but it cannot be expected to simulate a given package-forming operation. Unfortunately, a packaging machine may make several types of creases and folds and at rates of speed that are different from folding done in the laboratory.

However, there are two possible answers to your problem. One would be to take a production-line satchel, remove the contents and carefully unfold and flatten the waxed paper. This sample could then be used in a standard water-vapor-transmission test using large-area samples.

Another possible answer to your question would be to fill several production-line satchels with calcium chloride and expose the samples to a water-vapor-transmission test proce-

dure. This method would have the advantage of quickly measuring the over-all performance of the package under standard testing conditions.

## Types of glassine materials

**QUESTION:** At a recent exhibit I saw samples of many different grades and combinations of glassines. However, there were no samples of lacquered glassines, although waxed and laminated samples were shown. Is lacquered glassine an important packaging material? How many companies make it and what are some of its important uses?

**ANSWER:** Lacquered glassine is a very important and useful packaging material and it was probably an oversight that you did not see it at an exposition that carried so many other grades and combinations of glassine. There are many types of lacquers that can be applied to glassine, but the bulk of this product is lacquered with nitrocellulose, synthetic or natural rubber resins. Coatings on glassine improve its transparency to a marked degree and the result is a glossy, heat-sealing and moistureproof packaging material. There are several companies that manufacture different grades of this product. However, it is true that in the whole glassine industry only a few companies do lacquering, although most of the companies do waxing and laminating.

Lacquered glassine has widespread use and is a suitable packaging material for many different products. For example, it is used with cellophane or alone to make a bag that is both transparent and highly protective for potato chips and similar foods. There are many other uses for this product and it is recommended that you contact the Glassine & Greaseproof Mfrs. Assn. if you have any thoughts on using this material for packaging some of your products.

## Coating polyethylene on paper

**QUESTION:** We are coating polyethylene on paper for a special use that requires a high gloss and strong adhesion of resin to paper. To do this we apply the resin at a high temperature. Sometimes the coating comes out tacky and is easily wet by water. When this happens, our customers have trouble in their machine operations. Is there any resin change or spray that we can use to keep our coated paper more uniform for the package-forming machines?

**ANSWER:** It is obvious that the temperatures you are using in the coating processes are so high as to degrade the polyethylene resin seriously. All resins have thermal characteristics which when exceeded cause various kinds of degradation and breakdown. Polyethylene resins are unusually stable in this regard, but can be broken down by excessive temperatures in an extruder.

Resins which have been broken down by heat are characterized by a bright surface, a high coefficient of friction and by becoming wettable by water, as you have noticed.

There are other ways of obtaining high-gloss finish for the resin surface and of improving adhesion to a paper base without resorting to excessive temperatures. A high surface gloss can be obtained by incorporating a certain type of wax in the resin, by the use of a highly finished chill roll or by rapidly cooling the resin. Improved adhesion to a paper base can be accomplished by resin modifications or by using a resin with a lower operating temperature. Adhesion can also be improved by a careful selection of the type of paper surface and by pre-heating the paper before the coating process. It should be a simple matter to evaluate which of these suggestions would be most applicable in your particular case.

# R<sub>ooo</sub> SANITARY SEAL your products with Du Pont CEL-O-SEAL bands

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**Laboratory-sealed** products reach the druggist and the consumer exactly as prepared. A tamperproof CEL-O-SEAL band guarantees quality and purity, prevents losses due to lid back-off.



**Eye-catching** individualized CEL-O-SEAL complements your product, gives you a standout package on the shelf, establishes family identification for your entire line of products. Brand name, sales messages, and suggested uses are effectively carried right to the point of sale.



**DU PONT**  
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BETTER THINGS FOR BETTER LIVING  
... THROUGH CHEMISTRY

**Quality control** and uniformity of contents are maintained at all times. Du Pont CEL-O-SEAL holds primary closure secure, assures true measure. Consumer confidence is inspired in a product "topped off" with an attractive CEL-O-SEAL band.



**Decorative and functional**, Du Pont CEL-O-SEAL bands are also ideal for specialty items, bundling deals, unusual closure problems on odd-size containers. Bands can be an attractive label or secondary closure—or both. They may be hand- or machine applied.

**FREE PACKAGING SERVICE:** See what CEL-O-SEAL can do for your product. Send us a labeled container. Our packaging specialists will band it, make recommendations, return it for your inspection. No obligation, of course. Write "CEL-O-SEAL" Section, E. I. du Pont de Nemours & Co. (Inc.), 10424-A Nemours Bldg., Wilmington 98, Delaware.



"CEL-O-SEAL" cellulose bands are also sold by Armstrong Cork Co., Lancaster, Pa.

## DU PONT CEL-O-SEAL BANDS

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# Equipment and materials

## AN IMPROVED PRESS-ON VACUUM CLOSURE

which affords product protection and is easy to open and reseal airtight each time has been announced by the Packaging Research Div., Owens-Illinois Glass Co., Toledo 1, Ohio. Called the Vapak closure, the new lid was developed primarily for the baby-food industry, but is also being used by fruit and



vegetable packers. The new cap is easy to remove by any one of several key-type openers in general use and just as easy to reseal each time merely by pressure of the hand (see photos above), providing absolute airtightness to prevent spoilage and discoloration, according to the company. After being resealed, the jar can be placed on its side without danger of spillage or leakage. The new closure also offers many technical advantages to the packer, Owens-Illinois officials point out. The unique sealing principle of the closure is shown in the accompanying cross-sectional drawing.

The glass-container contour, outlined in the lightly shaded area at the right, shows built-in bead at top which provides protection against "blow-off" in retorting and the conical design which helps maintain uniform seal tightness. The closure is indicated by the medium shaded area at the left, with the rubber gasket shown by the heavily shaded section. The closure seats on the conical part of the finish, preventing contact of the closure with the top of the container. A rotary sealing machine developed by the company to handle the Vapak closure has a speed of more than 700 jars per minute with essentially no down time at all, it is reported. The line is being expanded with additional sizes, Owens-Illinois reports, to make the new closure available to the drug industry as well as to food packers.

## NEW 9-OZ. CAP-SEALED SOFT-DRINK CANS

are now being produced by the Continental Can Co., 100 E. 42 St., New York 17. The new size cap-sealed can incorporates the company's latest developments of an outside curl on top of the



cone, eliminating any raw metal inside the can, and a spray wax coating lining the entire can interior. Reported to be the nearest thing to a bottle, this slender 9-oz. can is the same diameter as a standard 6-oz. or 7-oz. soft-drink bottle and closely approximates it in height. The accompanying illustration shows the new can (center), together with a 6-oz. can (left) and a 12-oz. can. Because of its dimensions, 202 x 503, the new can

is said to be the most compact can ever made.

proximates it in height. The accompanying illustration shows the new can (center), together with a 6-oz. can (left) and a 12-oz. can. Because of its dimensions, 202 x 503, the new can

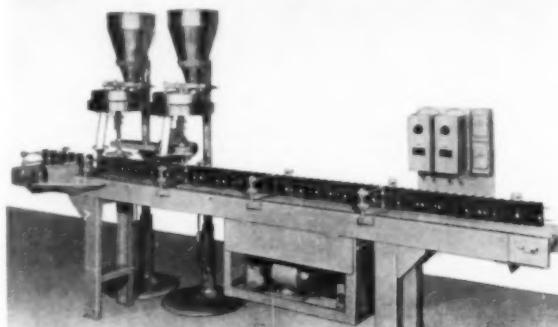
may be run through present bottling equipment with minimum modifications, the company states. Also, no major adjustment is needed to convert most automatic vending machines to the new can. The same six-pack carriers most bottlers now use for returnable bottles may be used for merchandising this new can.

## HEAT-SEAL LAMINATED FOIL LABEL STOCK

has been developed by the Cochran Foil Co., Laminating Division, 1430 S. 13 St., Louisville 1, Ky., after more than two years of experimentation and laboratory development. Two types are now being marketed: a fast or instant type and a delayed-tack type. Sold under the trade names of "Cochran-Imac" and "Cochran-Pervenac" label stocks, they are basically a lamination of lacquered aluminum foil to the Nashua Corp.'s Imac and Pervenac heat-seal paper stocks. They are reported to be applicable to a variety of printing methods and satisfactory in many difficult labeling operations. Both label stocks come in both bright and dull gold and silver.

## NEW FULLY AUTOMATIC, HIGH-SPEED FILLER

for dry, semi-dry, free- or slow-flowing products has been announced by the Stuyvesant Engineering Co., 107 Stuyvesant Ave., Lyndhurst, N. J. This low-cost, multiple-head Fillmaster is of heavy-duty construction and is reported to fill any type of rigid container at speeds up to 240 per minute, or 360 per minute with an additional head. Empty containers are deposited on the right end of the conveyor and automatically move along



to the left end ready for capping. Vibrators can be supplied under conveyor belt to settle products which normally overflow containers. Only one operator is required, a central control panel being provided for starting or stopping the entire unit. Two different products (or more than two with additional heads) can be filled into the same container. Fillers can be placed on either side or at various points along conveyor. An electrically operated device positions containers at the fillers.

## NEW TRANSPARENT PLASTIC GIFT PACKAGES

known as "Snapballs" are offered for novelty and decorative packaging applications by Plaxall, Inc., 5-26 46 Ave., Long Island City, N. Y. The containers, which are also available in solid colors, consist of two pressure-formed acetate hemispheres that feature a snap-together joint.

When pressed together, the hemispheres lock at the joint or "equator," forming a globe. A simple pull tab pro-



# Here's the utility can farmers prefer



**A good way to build a bigger volume in the farm market among sportsmen, home gardeners, contractors, etc., is to deliver your product in a utility can that they like to use—and can easily re-use!**

Tri-Sure\* Nozzles, Spouts, Caps and Inner Seals on utility cans have the features that users want—easy pouring and filling.

The Tri-Sure filling Nozzle, with large  $2\frac{1}{8}$ " opening, gives a big advantage—makes the can easy to center and easy to fill without flashback. This opening also acts as a vent in pouring. Tri-Sure Hex Caps and Inner Seals can be lithographed and embossed with your private design for product identification.

Give your product the competitive advantage of the utility can equipped with the *best closures*. Ask your supplier now for Utility Cans with *Tri-Sure Nozzles and Spouts and Inner Seals*.

Write for information on the complete line of Tri-Sure Products—Nozzles, Spouts, Seals, Screw Caps and Assemblies for Pails and Cans, and Tri-Sure Closures for Drums.

\*The Tri-Sure Trademark is a mark of reliability backed by over 30 years serving industry.

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Always specify  
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**CLOSURES**

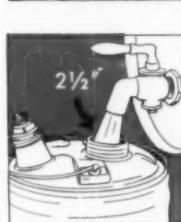
## 2 SIZES FOR POURING

Double Hex Cap extends spout and makes it easy to get to inaccessible openings.



## EASY TO POUR

Spouts available in standard 2" and long 2 1/4" sizes. Rigidity of the closure makes it easy to rest spout on filling opening. When container is full, stream pours clear of chime.



## EASY TO RE-USE

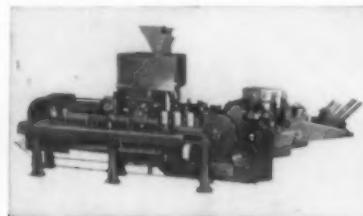
Large opening makes can easy to clean out and re-fill.



## PROTECTION

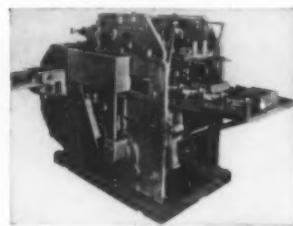
Closures are above pail head chime eliminating water seepage. Heavy-weight Nozzles and Spouts are gasketed in the clinching rim for complete protection.

# New FRENCH PACKAGING MACHINERY ENTERS THE AMERICAN MARKET

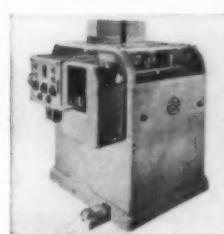


▲  
Automatic weighing, filling and carton-forming machine for various bulk products. Type P.P.G. Output: 40 to 60 boxes per minute.

Automatic machine for two-stage feed, bulk and final-weight, feed of macaroni, spaghetti, vermicelli, etc. Type P.P.L. Output: 18 to 20 weighings per minute.



Automatic machine for making and filling triangular containers. Type P.P.V.T.



Automatic carton bundling and wrapping machine. Type F.A. 1. Output: 9 bundles per minute.



Automatic, high precision and fast-output, vibration-feed weighing machine for coffee, rice, sugar, and other granular products, as well as bulk items such as candy, biscuits, buttons, and small metal parts. Type P.S.A.



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## Equipment and materials

truding from the flange of one hemisphere permits easy opening. The tab also can be perforated for attachment by string to a mobile or similar display. "Snapballs" come in a range of sizes and are suggested for packaging toys, notions, etc.

**NEW DRUM FILLER AND NEW VALVE-BAG PACKER** are two new items of packaging equipment announced by the Carter Engineering Co., 123 N. Hazel St., Danville, Ill. Both machines are designed to handle chemicals and various other types of products having a very wide range of densities.

The drum filler (left), which incorporates a vacuum arrangement, is believed to be the only such device which will fill a loose polyethylene liner with a finely ground, fluffy-



type material. It has a capacity of one to two drums per minute, depending upon the density of the product being handled.

The valve-bag machine, which also makes use of a vacuum filling arrangement, reportedly has a capacity of one-and-a-half to three bags per minute, with a tolerance of 6 oz. plus or minus on a 100-lb. bag. It goes into operation automatically as soon as an empty bag has been placed in position and a switch operated. When the desired weight is obtained, the scale at the top of the machine automatically cuts off the filling and opens the shroud, permitting the filled bag to be removed and another to be placed in position.

### A HAND SEALING IRON FOR PLASTIC FILM

with the heating element actually die cast into the sole of the unit is reported to heat amazingly fast. Called the Model A Lewsyth "Flaming Feather," the sealing iron is manufactured

by the Hawkins Machine Co., Cuyahoga Falls, Ohio, and is available only through Lewsyth Packaging Systems & Equipment, 11100 Cumpston St., Unit #18, North Hollywood, Calif. A cold sealing iron seals Pliofilm only 20 seconds after plug-in and seals cellophane within only 45 seconds, according to the



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## \*HAS A NEW NAME



Under the Sylvania name we have tried to give our customers for cellophane, cellulose bands and cellulose casings the very best service possible.

Under the Avisco name we shall redouble our efforts. So that you will come to look to Avisco for the very best in packaging materials! Film Division, American Viscose Corporation, 1617 Pennsylvania Blvd., Phila. 3, Penna.

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*Now... a brand new  
concept in fully  
automatic labeling*



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**"Uni-Matic"**

THE MOST VERSATILE  
OF ALL LABELING MACHINES

Here are the exclusive features that  
will bring your labeling costs down!

**FLEXIBILITY**—handles all sizes and shapes of labels and containers from fractional ounces to gallons.

**VERSATILITY** — handles both gluing and thermoplastic labeling operations.

**NO DOWNTIME** — changeover from one size container to another only a matter of minutes.

**NO EXPENSE** — changeover parts at an absolute minimum. 90% less than other makes.

**EFFICIENCY**—Perfect registration on flat, curved and recessed surfaces. No oozing of glue whatsoever.

**MAINTENANCE** — Simple design and minimum adjustment eliminates need for skilled operators and maintenance help.

*Truly the most revolutionary  
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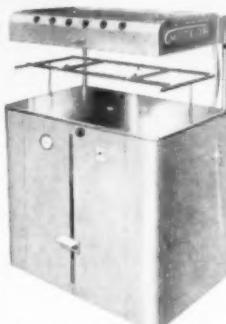
191 Berry Street, Brooklyn, N.Y.

## Equipment and materials

supplier. Instant dispersion of heat is said to prevent element burn-out. Its fast heat recovery is said to permit one sealer to do the work of two. The unit weighs only 14 oz. and heat ranges between 200 and 600 deg. F.

### A NEW VACUUM- AND DRAPE-FORMING MACHINE

suitable for production, test work, models and short runs has been announced by Comet Industries, Franklin Park, Ill. Called the Meteor, the machine is said to be low in first cost and economical in operation through an instantaneous and selective heat pattern.



It has a hinged oven which allows feeding from side to side or pull-through. The machine will form, drape or draw up to 15-in. depths from coil sheets or small blanks. Three standard sizes are available, with mold areas 20 by 30 in., 30 by 30 in. and 30 by 36 in. Standard equipment includes vacuum pump, tank, gauges and motor, clamp and drape mechanism, heating elements, switches and timer. Feed and rewind reel are optional at additional cost.

### NEW EASY-OPEN CORRUGATED SHIPPER

that provides for end loading and closing, while giving a top-opening feature, is the newest development by the Cornell Paperboard Products Co., 1514 E. Thomas Ave., Milwaukee 1, Wis. This patented container is similar to a conventional end-loading box and the opening feature in no way affects the usual loading or end-sealing techniques.



To open the container, the tape forming the joint is removed. Ink areas printed at the ends of the tape prevent it from adhering to the box at these points and enable it to be easily stripped off. The top panel is then torn back from the taped edge with obliquely placed slits at each end of this panel providing the initiation of the tearing. The entire top panel is torn back in one piece. Complete clearance of the top panel exposes the entire contents of the container and provides for easy price marking.

### TWO NEW TYPES OF LABELS

that may be used to identify products that normally cannot carry tags are reported by the Normandie Co., 330 W. Fourth St., New York. They are (1) the "Normandie Press-On" pressure-sensitive label that can be applied to virtually every type of surface and (2) the "Normandie Permanent" vinyl label especially adapted for use on polyvinyl and polyethylene surfaces. Both are available in any size, shape, design or color and come either in roll form or cut singly.

### A HEAVY-DUTY TAPE PRINTER

announced by the San Mateo Development Co., Inc., 1518 N. Fourth St., San Jose, Calif., is said to be a versatile small press designed to reduce make-ready time, copy and color

this  
squeeze  
bottle  
can't  
lose its  
bonnet . . .

BOYLE-MIDWAY INC., DIVISION of AMERICAN HOME PRODUCTS, said, "We want a new spray container with a closure the customer can't lose." Precision came up with the answer: Wizard's new spray bottle. You, too, can count on Precision to give your products added sales appeal... and to give you top-level cooperation all the way.



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## LIQUID FILLING REQUIREMENT



**Model B-2 Vacuum Filler**  
provides efficient continuous production, filling two containers at a time. Handles a wide variety of liquids and semi-liquids. Has automatic product supply; vacuum is adjustable and flow regulated for accurate, clean filling. Fills a wide range of containers up to  $4\frac{1}{2}$ " dia. round or rectangular.

Send for Bulletin B-2.



**Model B-49 Straightline Vacuum Filler**  
for liquids and semi-liquids. Most automatic one-operator multiple filler. Operates with or without discharge conveyor. Filling proceeds automatically while empties are loaded. Easy operating lever activates container feed and discharge; otherwise operation is completely automatic. Adjustable for container sizes from AGST to gallon size finishes. A dependable machine where filling cost is a factor. For full details, send for Bulletin B-49.



**The U.S. Siphon Filler**  
is a highly efficient machine. Stainless steel filling tubes and glass lined tank. Handles all types liquids; all containers. Fills without overflow or spillage. Send for Siphon Bulletin.

and profit by more than two generations of liquid filling experience. The U.S. line covers a wide range of liquid filling machines for automatic, semi-automatic and hand-filling operations. With this wide choice of Fillers, you need not compromise your production to fit a machine; instead, basic U.S. machines are custom-engineered to fit your specific production . . . and usually at a saving.

## Equipment and materials

changes, clean-up and service time. The new "Tape Printer HD" is reported to offer high-quality impressions, maximum ease of operation and service, and minimum use of space.

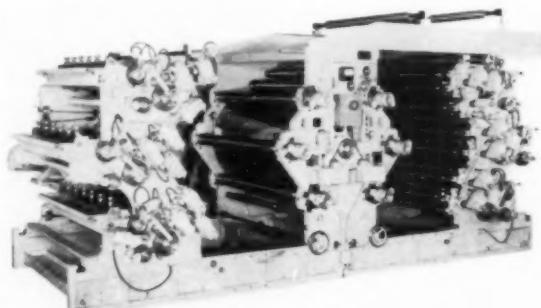
### A LIGHT-DUTY PNEUMATIC PLASTICS PRESS

for drawing and forming cast or extruded plastic sheet is being offered by the Plastic Machine Division, Taber Instrument Corp., North Tonawanda, N. Y. It is designed primarily for drawing covers for round transparent plastic containers and similar objects made of thermoplastic sheet, either drawn or embossed.

The press takes interchangeable dies for draw forming and embossing parts from 2 to  $8\frac{1}{2}$  in. in diameter and  $\frac{1}{8}$  to 1 in. in height. Two safety buttons must be actuated before the press begins operation and speed of operation is reported at 12 to 15 parts per minute. Rugged enclosed elements are similar to those used on electric stoves. The pyrometer controller is said to be engineered to maintain exact temperature of the forming dies and temperature is indicated on an easy-to-read 7-in. dial.

### ECONOMICAL PROCESS PRINTING

is claimed for the new six-color letterpress developed by the Paper Converting Machine Co., Green Bay, Wis. Rubber plates on the unit offer the same simplicity, flexibility and economy of flexographic printing and, at the same time, the



press is said to produce fine-screen process work—up to 120 line—comparable in quality to metal-plate letterpress or rotogravure. For packaging-printing jobs, the press reportedly combines the advantages of shortened delivery schedules, dot-perfect color control and highly flexible repeat length. Ink consumption is reported at 10 to 20% under the metal-plate average and paper saving is said to be up to 15% with the new machine.

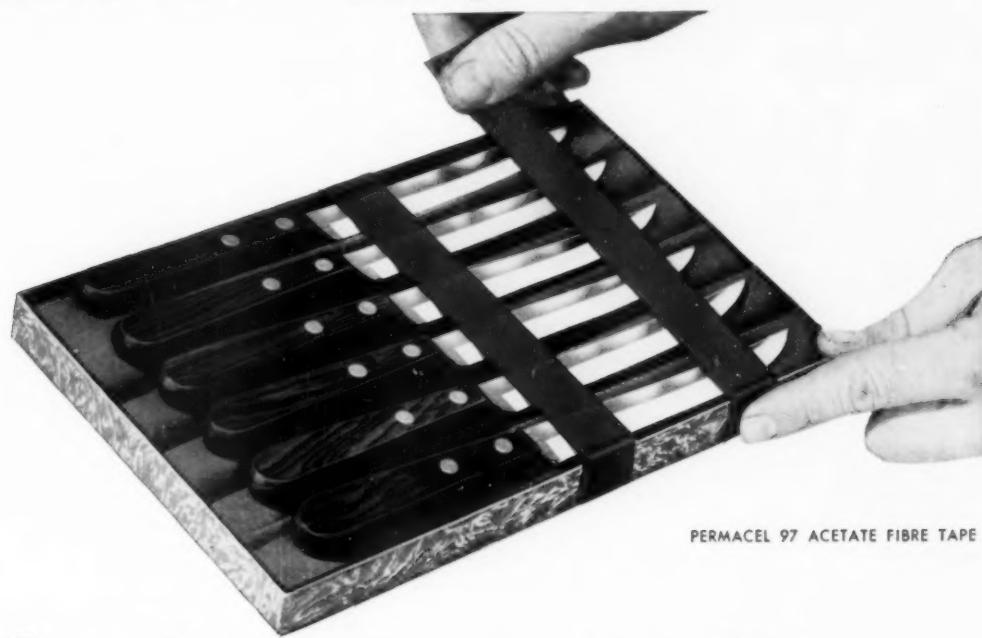
### A VINYL RESIN PRICE REDUCTION

ranging from 9 to 18% has been announced by the Bakelite Div., Union Carbide & Carbon Corp., 260 Madison Ave., New York 16. Greatest drop, from 38 to 31 cents per pound, is in the so-called non-solvent type. Solvent resin types are reduced by 1 to 3 cents per pound.

### IDENTIFICATION OF MULTIWALL BAG CONTENTS

is simplified by a new inventory aid announced by the Chase Bag Co., 309 W. Jackson Blvd., Chicago 6. It is a smooth-finish tape which is sewn across the bottoms of multiwall bags as a "closing" tape to identify contents when bags are stacked

# Whatever the job...



PERMACEL 97 ACETATE FIBRE TAPE

## packaging or protecting



PERMACEL 64 CLOTH TAPE

# SELF-STICKING **PERMACEL<sup>®</sup> TAPES**

In our complete line, there's a self-sticking tape for every job . . . write Permacel Tape Corporation, New Brunswick, N. J.

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*For BETTER package printing*

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FLEXOGRAPHIC and GRAVURE  
ROLLS

Precision made by  
Cylinder Specialists—

- GROUND FINISH
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- HIGH GRADE STEEL TUBING
- ABSOLUTE CONCENTRICITY
- ACCURATE DIAMETERS
- NO-FLEX CONSTRUCTION



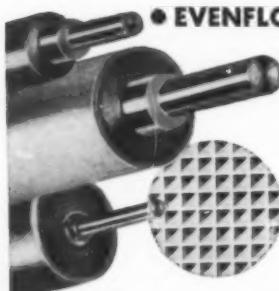
### • FLEXOGRAPHIC PLATE ROLLS

Can't flex or whip, assure perfect impressions on every run. Tubular construction reduces weight, tests stronger than solid steel. Ground finish to exact specifications.

### • GRAVURE BASE CYLINDERS

PLAIN OR COPPER PLATED — Accurate core or base cylinders for rotogravure process reproduction. Recommended for long service in continuous printing production. Each roll carefully inspected prior to shipment.

### • EVENFLO ENGRAVED ROLLS



Precision engraved rolls for the metered application of inks, plastics, adhesives, hot melts and other fluids. Call or write for complete information on economical Pamarco rolls!

#### CHROME PLATING

Highest quality workmanship. All work performed in our own modern plating department.

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Pamarco precision-cut gears insure accurate register. Specify them when ordering rolls.

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WARM SURFACE ROLLS  
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CHROME PLATED ROLLS

## Equipment and materials

and the printed surface is not visible. The "Flattertape" comes in a variety of colors and may be printed in contrasting colors. Natural kraft tape is also available in the same smooth finish.

### IMPRINTING, PACKAGING AND COUNTING

are done automatically in a single operation, according to Packmasters, 1056 Home Ave., Akron 10, Ohio, by a new Packmaster machine equipped with a Markem Model 76A printer. The Packmaster Model 50 forms, fills, imprints and counts



packages from 3 by 2 in. to 60 by 6 in. at rates of from 30 to 80 per minute, depending on material used and object being packaged. Combining operations is said to reduce costs. Quickly changeable plates offer flexibility of imprinting and automatic synchronization of printing head with variable feed is said to assure exact registration. Finished packages fed out of the Packmaster Model 50 in a die-cut ribbon are easily separated into individual packages or accordion folded.

### A NEW WEIGHING DEVICE

that actually records the full weight of any package that may be only partially resting on the scale represents a further step in plant automation. Complete accuracy in weighing is said to be accomplished with items literally dangling over the edges. The new instrument, called the "Pnu-Scale" is being offered by the Link Engineering Co., 13,840 Elmira, Detroit 27, Mich.

### A NEW BARRIER MATERIAL

which meets military specification MIL-B-130A, Barrier Material, Paper, Non-Corrosive, has been announced by Cincinnati Industries, Inc., Cincinnati 15 (Lockland), Ohio. This special grade of X-Crepe is intended primarily as a protective cover to be used over Grades A and C greaseproof wrappers (JAN-P-121). It may also be used as a contacting wrapper on non-precision parts, or as a packaging material to save shipping

*Made with the skill  
that assures protection*



*This breastplate is a product of skillful 16th Century armor-making. The expert fitting and forming of this sturdy garment permit all the necessary mobility, while the superb carving and embossment reveal it as a true work of art. And most important of all, the studied design and careful workmanship assure maximum protection to the wearer.*

Jones & Laughlin Steel Containers provide dependable protection for your products. They are built of sturdy, high-quality J&L Steel Sheet. Careful manufacture assures accuracy



**CONTAINER DIVISION**

in all fittings and closures. J&L containers have a trim appearance which can be decorated attractively with colorful designs and illustrations by means of J&L's lithographic process.

Coatings and lacquers are evenly applied—both inside and outside. J&L pails and drums are chemically treated to keep all surfaces clean and dry.

Depend on J&L Steel Containers for the protection your products require.

Order them through plants in leading industrial centers. You will find J&L service prompt and efficient.

**Jones & Laughlin**  
STEEL CORPORATION

405 LEXINGTON AVE.  
NEW YORK 17, N.Y.

**J&L**  
**STEEL**

# Perhaps "Oliver" has the answer to your labeling problem

## ROLL-TYPE LABELS

### Attractive and economical

The fine quality of "Oliver" diecut labels is well known. The stock has a lustrous surface; reverse side a special heat-seal coating. Offered in wide range of sizes and shapes. Ask for samples and prices.



## PACKAGE-TOP LABELER

### Labels 40 to 80 a minute

Has many uses in the food field as a separate unit or with machines not equipped with labelers. Heat-seals a die-cut label (from roll) to top of cardboard container or package with firm surface. Automatic imprinter available.

## LABEL IMPRINTER CUT-STACKER

### Reduces inventory costs Eliminates waste Smart, custom design

It supplies heat-seal loose, cut, stacked, diecut labels for hand application. Imprints and stacks 140 labels a minute. Electric counter stops unit after predetermined number of labels is cut. Imprints label of standard design for immediate needs. Pays for itself!



A "blank" roll-type label is imprinted with title, and other information. Imprint items can be changed in a few seconds.



**OLIVER MACHINERY COMPANY**  
GRAND RAPIDS 2, MICHIGAN, U.S.A.

## Equipment and materials

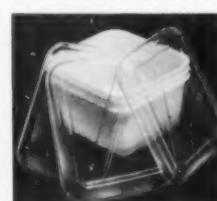
space. Other uses include complete covers for in-line engines to prevent tearing of the water-vaporproof bags used in Method II packaging and as protective bands around cylinders of radial-type engines. It comes in two forms: Type I, heavy duty, and Type II where medium and light duty are specified.

**A NEW AUTOMATIC LETTUCE-WRAPPING MACHINE** that produces a full-view conforming wrap without the use of trays, cards or tabs has been announced by the Wrap King Corp., Berkshire St., Holyoke, Mass. Fully automatic, this Model "L" machine is reported to combine high speed with low-cost wrapping. The machine has roll-type paper feed and produces a conforming wrap with the film drawn over sides and bottom, and heat sealed over the butt area. Width of roll may range from 4 to 17½ in.; length of cut-off may be from 5 to 18½ in. The film may be printed with brand identification and the ma-



chine handles registered designs. Speed range is reported at 30 per minute minimum and 65 per minute maximum. Through use of change parts, heads ranging from 3- to 8½-in. diameter may be handled. Maximum height of heads is 7 in. Versatility of the machine also enables it to be used, through use of change parts, for wrapping spherical, round, oval, rectangular and square products and packages.

**VACUUM-FORMED PLASTIC FREEZER CONTAINERS** suitable for packaging ice cream, cottage cheese, salads, shrimp and other such products are being offered by Nalle Plastics, Inc., 108 W. Second St., Austin 1, Tex., at \$29.95 per thousand in lots of 100,000 or more. This low price has been made possible, according to the company, by a new, fully automatic vacuum-forming process. Bases of the containers are made from high-impact styrene, while the lids are formed from regular polystyrene. Labeling is either by printing directly on the lids or by the use of pressure-sensitive labels applied to the lids. Containers are available in pint and quart sizes; half-gallon size will soon be marketed.



**NEW METHOD OF PACKAGING LUNCHEON MEATS** that is reported to be simple, speedy and safe has been developed by the Shellmar-Betner Flexible Packaging Division of Continental Can Co., Mt. Vernon, Ohio. With this new "Perfor-Roll" method, luncheon-meat packaging is performed in four easy operations: pull the perforated sheet off the dispenser, wrap the meat, seal the package, place it in the carton for shipment. Specially perforated to dispense one sheet at a time, the wraps

# There's a **PLAX** Package with the ideal **SHAPE** for boosting your sales figures



Flexible by nature, Plax bottles make it easy for you to merchandise your product in graceful, functional contours . . . our wide range of stock shapes makes it economical, too.

In addition you get a lightweight, unbreakable package that can save you hundreds of thousands of dollars in shipping costs . . . that affords a rainbow choice of colors . . . and the ideal dispensing method, whether it's a spray, drop-by-drop, controlled pouring or direct application. Consult Plax for the best in convenience packaging.

**PLAX CORPORATION**

P. O. Box 1019, HARTFORD, CONNECTICUT

IN CANADA: Plax Canada, Ltd., Montreal and Toronto

# PLAX

In plastic bottle packaging, only Plax offers continuous research, complete design service, and long experience.

**Give Your Product  
a Sales "Assist"  
with Distinctive—**

# MACK MOLDED PLASTIC CLOSURES

### Mack Standard Molded Closures...

Molded plastic closures in all stock sizes are available for fast delivery from regular stocks in reasonable quantities. A wide selection of decorative designs assure a "custom look" at the cost of an economical standard seal.

### Custom Packaging of Distinction...

Call on Mack packaging technicians for new ideas in special packaging. Custom packaging by Mack has given a "sales assist" to countless successful promotions. Consult Mack on your custom packaging and closures requirements, now! Call or write for samples and prices, today!

**MACK**  
Distinctive  
Packaging Since 1920  
**MOLDED  
EXCELLENCE**



### MACK MOLDING COMPANY • INC

General Offices & Main Plant:  
WAYNE, NEW JERSEY

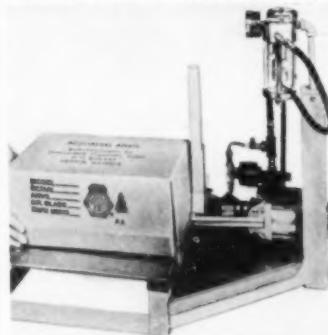
Other Plants at:  
ARLINGTON, VERMONT  
and WATERLOO, QUEBEC,  
CANADA



## Equipment and materials

come in saran or Pliofilm in a wide range of sizes. The packaging method is reported to be equally effective for large-scale packers or in-store wrapping at the retail level.

### COMPLETELY MECHANICAL AUTOMATIC STAPLING



is possible with the new Model TAP machine announced by Container Stapling Corp., 308 N. Park Ave., Herrin, Ill. Automatically controlled without a solenoid, the machine clenches the staple and retracts when the carton is tapped against the stapling head. It operates without foot switch, mechanical cable, solenoid or relay. The air valve is operated by completely mechanical means. The stapling head may be adjusted to horizontal or vertical delivery position simply by unscrewing a wing nut and removing the rear clamp. To elevate or lower the head, the wing nut is loosened and the head placed in the required position. Two models are available: the floor model has a table size of 22 by 22 by 30 in. high; the bench-model table size is 22 by 22 by 4½ in. high. Variation of staple height with head in position to deliver staple crown horizontally is ½ to 5½ in. above table; with head in position to deliver staple crown vertically, 2 to 8½ in. above table. Speeds are reported at 200 or more per minute.

### A NEW MARKING PEN

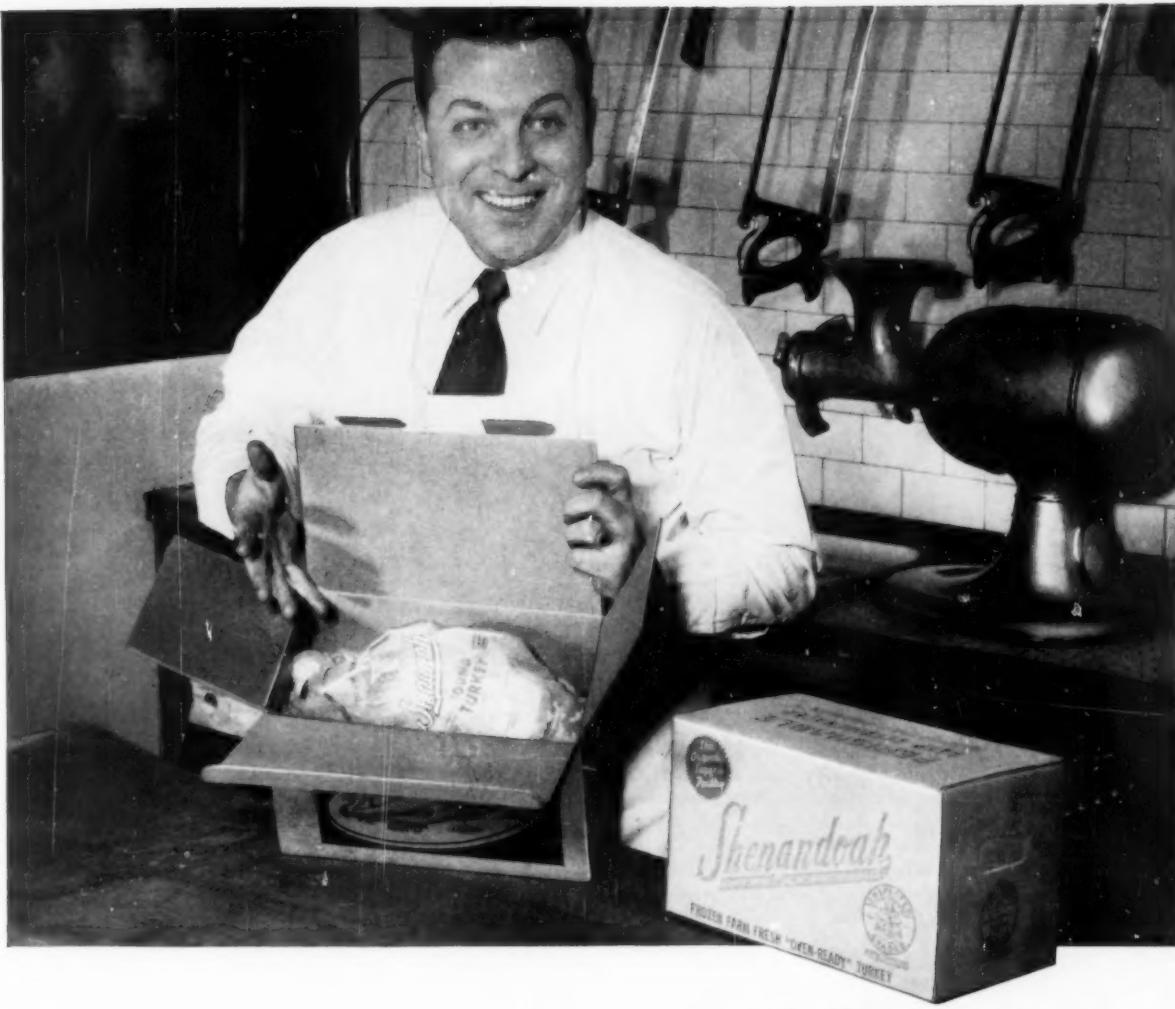
for store price-marking use is reported to write on all types of materials—paper, glass, cartons, etc. Offered by The Doebekmun Co., P. O. Box 6417, Cleveland 1, Ohio, this "Pricer" pen comes already filled with an ample supply of instant-drying, waterproof ink. Its brush tip makes bold, clear price marking fast and easy, according to the supplier. The Pricer pen has been developed as a companion item to the firm's Pricer bags that feature three-way printed panels for price marking. These bags will be imprinted with store name free of charge when ordered in quantity.

### FILAMENT-REINFORCED COLORED PAPER TAPE

which reportedly sticks firmly to flexible plastic surfaces without risk of leaving residue or discoloration when removed has been developed by the Behr-Manning Division of Norton Co., Troy, N. Y. The pressure-sensitive tape is available in red, blue, green, dark yellow and light yellow and comes in 60-yd. rolls with standard widths ranging from ½ to 1 in. Widths other than standard are available on special order. The tape reportedly can be used on plastic products without fear of marring surfaces.

### A NEW SEMI-AUTOMATIC BOTTLE FILLER

equipped with an electro-pneumatic auto-timer has been introduced by the Perl Machine Mfg. Co., Inc., 68 Jay St., Brooklyn 1. The machine reportedly operates at a touch of the button without foot pedals or hand levers, filling valves are automatically lowered into bottles, the bottles filled to pre-



## THIS GAIR CONTAINER talks turkey

Quite a selling job Gair containers are doing for Shenandoah Valley Produce Company's individual frozen turkeys.

Attractively printed in bright green and brown on Gair corrugated board, the family of five vari-sized containers all open to display contents, are easily re-locked.

Excellent for displays in supermarkets and food stores, the container features an extra-sturdy top to prevent caving in when containers are stacked. Gair's eye-catching printing job makes the containers hard-

working salesmen for Shenandoah on the way to market . . . in the market . . . and on the way home.

"It's the most suitable, versatile, and efficient turkey box I have seen yet," says Frank Ferrara, Shenandoah's general manager.

This is one more industry where Gair container displays are working overtime. How about your product? If you've had trouble winning sufficient display space in retail outlets, a Gair display container may be your answer. You can find out simply by dropping us a line.

### YOU'RE LIVING NEXT DOOR TO THE EXPERT

**GAIR CONTAINER PLANTS:** Atlanta, Ga. • Cambridge, Mass. • Cleveland, Ohio • Holyoke, Mass. • Jackson, Miss. • Los Angeles, Cal. • Martinsville, Va. • New Orleans, La. • No. Tonawanda, N. Y. • Philadelphia, Pa. • Plymouth, Mich. • Portland, Conn. • Richmond, Va. • Syracuse, N. Y. • Teterboro, N. J.



# GAIR

SHIPPING CONTAINERS

FOLDING CARTONS • PAPERBOARD

ROBERT GAIR COMPANY, INC. • 155 EAST 44TH STREET • NEW YORK 17, N.Y.

SC.5.17



## Weight Indication by a "Beam of Light" Assures Fast, Accurate Readings

SHADOGRAPH Scales are the newest development in precision weighing instruments. In addition to being easier to read, they give you maximum accuracy and speed. Models for weigh packaging or checkweighing any product from a few grams up to 75 pounds. Their extreme sensitivity permits weighments to fractions of a gram or ounce with definite savings in product that you might otherwise give away in overweight packages.

SHADOGRAPH'S shado-edge indication is projected by a beam of light. Friction of indicating mechanism is eliminated—parallax readings are avoided. Short lever fall plus an adjustable damping device brings indicator to rest quickly and increases weighing speed.

### SHADOGRAPH SCALES

available in a number of models with capacities from 2 grams to 75 lbs.

(Above)  
MODEL 4104

(Below)  
MODEL 4204



Sales and Service from Coast to Coast

**Exact Weight Scales**  
 Better quality control  
 Better cost control  
 THE EXACT WEIGHT SCALE COMPANY

914 W. Fifth Avenue, Columbus 8, Ohio

In Canada: P. O. Box 179, Station S, Toronto 18, Ont.

## Equipment and materials

set levels and the valves lifted ready for the next group of bottles. Unskilled operators, it is said, immediately attain full production speed without danger of overflow and with uniform filling levels. Filling speeds range from 20 to 100 bottles per minute, with capacities up to 5 gallons.

### MULTIPLE PACKAGE FOR GLASS CONTAINERS

featuring easy stacking and protection against breakage has been introduced by Alford Cartons, Ridgefield Park, N. Y. This patented package permits the glass containers to be safely stacked higher than normally and its built-in dividers eliminate the need for separate dividers. Suited to many types and shapes of jars and bottles, the new carton can be made for multiples of two, three or more



glass containers. Jars, it is said, cannot fall out even if the package is overturned. The package is suitable for introducing new items and for use in combination sales. Sides and top of the carton provide ample space for printing of copy. Filling of cartons can be by hand, or a jig is available from the manufacturer for setting up the carton.

### A NEW SERIES OF BAG CLOSURES

which carry the product identification of a variety of fruits and vegetables has been introduced by the Kwik Lok Corp., P. O. Box 2098, Yakima, Wash. The closures are designed to enable small supermarket chains to carry one standardized bag style which may be used on both fruits and vegetables. Each bag closure in the series also has space for marking of weight and price. Some carry illustration of the product. These bag closures are reported to offer advantages in rapid application, closing and labeling, which are reduced to one operation, as well as simplified price marking and bags that are easy to open and reclose.



offer advantages in rapid application, closing and labeling, which are reduced to one operation, as well as simplified price marking and bags that are easy to open and reclose.

### A NEW COTTAGE-CHEESE FILLER



which is hand operated and reportedly fills 30 cartons a minute has been introduced by Anderson Bros. Mfg. Co., 1907 Kishwaukee St., Rockford, Ill. This new Model 277 features a double-action piston that makes it possible to fill a container with every 180-degree turn of the handle, according to the company. The two heads of the piston are joined by an adjusting screw that may be set to discharge any quantity from 4 to 16 oz. through an opening 3 in. in diameter to permit passage of large-curd cottage cheese with minimum breakdown. Besides quantity adjustment, adjustments are provided for different cup heights and diameters. Hopper capacity is 12½ gal. The unit is 37 in. high and 12 by 12 in. at the base.

MODERN PACKAGING

## SUPERMARKET MELODRAMA

It's a shopping fight  
in 1 aisle  
with happy endings.



### Win the Fair Lady

WITH **Milprint**  
FOIL PACKAGES



**Tender Leaf**

48 TEA BAGS

SILVER SKILLET



INC.\*

**Milprint**

Packaging Materials, Lithography & Printing

General Offices, Milwaukee, Wisconsin  
Sales Offices in Principal Cities

Printed Cellophane, Pliofilm, Polyethylene, Saran,  
Acetate, Glassine, Foils, Mylar, Folding Cartons, Bags,  
Lithographed Displays, Printed Promotional Material

This insert printed by Milprint, Inc.

\*Reg. U. S. Pat. Off.



Maybe you don't cry "Villainy!" when a competitor walks off with a sale you could have had... but if you do, then perhaps it's time your product changed its dress for eye-fetching appeal that makes shoppers stop, look and buy!

Milprint foil works sales heroics with almost any product—protecting it and glamorizing it. Milprint design specialists know how to combine color and the glitter of foil to give your package stronger sales appeal. And Milprint—first to print on foil—offers the widest variety of printing processes to produce your job so it looks its best at economical cost.

Call your Milprint man first!

# Plants and people

The Visking Corp., Chicago, maker of cellulose meat casings, plans to expand its production facilities with a new plant near Loudon, Tenn. The new plant will supplement Visking's present Chicago facilities and is expected to be in operation by mid-1956. The name of Visking's cellulose casing division, formerly known as the Clearing Division, has been changed to the Food Casing Division and will include the new Loudon plant.



Eugene Wald

Eugene Wald has been appointed to the newly created post of general manager for Champion Paper Products Co., Union, N. J., and its affiliate organizations: Darby Paper Co., Lansdowne, Pa., and Special Packing Materials Corp., Elizabeth, N. J.

Crown Zellerbach Corp. and Gaylord Container Corp. have announced plans for the possible merger of these two companies. Crown Zellerbach is a large western producer of printing, wrapping and specialty papers, with principal plants in the Pacific Northwest and British Columbia. Gaylord Container, with headquarters in St. Louis, is a large producer of paperboard containers and other kraft products, with forest lands in Mississippi and Louisiana and paper mills in Ohio. Gaylord's 16 converting plants and 62 sales offices are concentrated in the middle west, east and south. It is intended that Gaylord's operations will continue without interruption or personnel change.

Harlan Hobbs, sales promotion manager of the Kimble Glass Co., subsidiary of Owens-Illinois Glass Co., has been named



Harlan Hobbs

vice president of Glasco Products Co., another Owens-Illinois subsidiary. He will succeed E. M. Schuhmann, president of Glasco, upon the latter's retirement in December.

New assignments have been given Jack E. Farrell and James O. Roberts, salesmen in Owens-Illinois' Glass Container Division. Mr. Farrell will transfer from Atlanta to New Orleans; Mr. Roberts will succeed Mr. Farrell in Atlanta.

Tribute was paid to Owens-Illinois for the benefits it has brought to the community of Bridgeton, N. J., at an appreciation dinner attended by more than 400 business leaders. The dinner was sponsored by the Bridgeton Board of Trade.

Eugene A. Hildreth of Owens-Illinois,

has been named executive vice president of Keep America Beautiful, Inc., a national organization for anti-litter activities.

Robert R. Howarth has been named executive vice president of Columbia Box Board Mills, Inc., Chatham, N. Y. A. E. Maves replaces Mr. Howarth in sales.

Harold S. Dunkel has been named sales representative in the San Francisco-Oakland area for Modern Packages, Inc., Los Angeles. Mr. Dunkel was formerly with Shellmar. His new office is at 1434 Lemiert Blvd., Oakland.



H. S.  
Dunkel

Jones & Laughlin Steel Corp.'s Container Division, New York, has announced the appointment of Torben Humle as assistant manager of sales and John M. Cupp as administrative assistant to the general manager.

Edward F. Burke has been appointed to the sales executive staff of Milprint, Inc., Milwaukee, Wis. Mr. Burke will be an account executive, with headquarters in New York.

Moss C. Alex has been appointed general manager of sales for the Paper Container Division of Continental Can Co., New York. Mr. Alex assumes the position previously held by Harry A. Kirk until his



M. C.  
Alex



R. E.  
Woods



D. B.  
Wiesley

death in June. Robert E. Woods, formerly with General Stores Corp., has joined Continental Can as assistant to Lawrence Wilkinson, group vice president in charge of the company's non-metal divisions. In his new position, Mr. Woods will assist with the operations of the fibre drum, flexible packaging, paper container and crown and cork divisions. D. B. Wiesley has been appointed general manager of product engineering for the Metal Division of the company. R. A. Vogt has been appointed general manager of the Plastics Container Division for Continental's Bond Crown & Cork Division.

Construction has started on Continental Can's new one-story plant in Midland, Mich., for the manufacture of fibre shipping drums. Production is expected to

start next December. The plant will make fibre drums for the state's chemical and food industries.

Metal-container production has started at the new United States Steel Products Division plant in Pennsauken Township, near Camden, N. J. The new plant will produce steel drums and pails for the petroleum, chemical, paint, food and other industries in the Eastern Seaboard area. Containers will range in size from 3½ to 7-gal. pails up to 120-lb. grease drums and 55-gal. oil drums. E. A. King is district sales manager and C. I. Gibson is superintendent of the new plant. Annual capacity is scheduled to be 2,379,000 drums and 3,200,000 pails, with 55-gal. drums accounting for the largest tonnage of any one product.

Thomas E. Bruffy has been appointed manager of the Flexible Packaging Division, Growers Container Corp., Salinas, Calif. The company has opened a new building for its polyethylene and cellophane operations.



T. E.  
Bruffy

National Adhesives (Canada), Ltd., Toronto, has promoted Gerald W. Burgoine to technical service manager, with headquarters in Montreal. Michael J. Stasko has been transferred from Toronto to Vancouver as technical sales representative for British Columbia and Alberta. Marc Archambault will move from Montreal to Toronto as technical service supervisor. Arthur Bourke is now technical service supervisor for paper in all of Canada.

The St. Regis Paper Co., New York, has acquired all of the common stock of the Pollock Paper Corp. and has been granted an option to acquire capital stock shares of the General Container Corp. General Container, whose principal offices are in Cleveland, Ohio, manufactures corrugated fibre shipping containers, folding cartons and set-up boxes, and corrugating medium and container chipboard. Pollock Paper Corp., Dallas, Tex., manufactures waxed paper, folding and set-up boxes, corrugated containers and paraffin cartons. The entire organization and management of both General Container and Pollock Paper will remain unchanged and continue as in the past.

Joseph L. Hunter and Elden Smith have become affiliated with Foil Kraft, Inc., Los Angeles, through the purchase of stock and have also been elected to the



## *"The whole thing in that one box?"*

Precisely. Customer of ours packs these handsome double dressers (disassembled, of course) in this compact corrugated H&D box, ships them as far away as South America without a scratch.

Smart packaging. Freight costs and packing time are cut; the product gets ample protection. What more can you ask of a shipper? And why ask less? For a happy solution to your own packaging problem, drop us a line.



# HINDE & DAUCH

AUTHORITY ON PACKAGING • SANDUSKY, OHIO  
13 FACTORIES • 40 SALES OFFICES

## let us be your worrybird... on packaging



We will be glad to send names of converters of  
VISQUEEN film serving your territory. Just clip coupon,  
attach to your letterhead, and mail.

*VisQueen®* film . . . a product of  
**THE VISKING CORPORATION**

Plastics Division, P. O. Box H8-1410, Terre Haute, Indiana  
In Canada: VISKING Limited • Lindsay, Ontario  
In England: British VISQUEEN Limited • Stevenage

Name \_\_\_\_\_  
Title \_\_\_\_\_  
Products \_\_\_\_\_  
\_\_\_\_\_

From the day VISKING produced the world's first polyethylene package, our research men have done the worrying for package-users the nation over.

They are well equipped for the job. VISKING produced the first polyethylene film, pioneered every important advance—first wide tubing, first one-mil polyethylene, first and finest polyethylene treated for ink adhesion.

### VISQUEEN™ "C"

is unmatched for ink adhesion. The ink stays on—it won't rub off!

### VISQUEEN

has low moisture vapor transmission—keeps moisture out or in—where you want it.

### VISQUEEN

has body and flexibility—you can make, fill and close bags faster.

### VISQUEEN

cuts packaging costs as much as 50%—improves packaging.

**Important!** VISQUEEN film is all polyethylene, but not all polyethylene is VISQUEEN. VISQUEEN film is produced by process of U.S. Patents No. 2461975 and 2632206. Only VISQUEEN has the benefit of research and technical experience of The VISKING Corporation, pioneers in the development of pure polyethylene film.

## Plants and people

board of directors. A. J. Johnson continues as president and Neil R. Dewar continues as secretary-treasurer of the firm.

Ivan Guisti and Thomas Leach have been named by H. S. Crocker Co., Inc., San Bruno, Calif., to head sales of all



Ivan Guisti  
Thomas Leach

its manufactured products in Northern California. The move marks a consolidation of all sales activities involving packaging, advertising and commercial

lithography in that territory. Management of the newly created sales operation will be directed by Mr. Guisti, with Mr. Leach as assistant area manager responsible for sales promotion. The company has announced completion of a \$200,000 addition to its San Bruno plant, to be used primarily for warehousing. H. S. Crocker's New York offices have been moved to new and larger quarters at 23 E. 26 St., New York 10.

A new trademark design for the Cryovac process for vacuum sealing meat, poultry and cheese products has been adopted

by the  
Dewey &  
Almy  
Chemical  
Co., division  
of  
W. R.  
Grace &

Co., Cambridge, Mass. Developed to help packers capitalize on the growing consumer acceptance of vacuum-sealed products, the new oval-shaped design features the words "Vacuum Sealed" along with the word "Cryovac." The trademark is to be color imprinted on the Cryovac bag right next to the packer's label.

Post Machinery Co., Beverly, Mass., has appointed James L. Kearn Co., Portland, Ore., as exclusive Northwest engineering representative for "Decitron" products manufactured by Post's Electronic Products Division. The Kearn company will be available for consultation on industrial counting systems in Oregon, Washington and Western Idaho.

Two advertising awards have been won by The Champion Paper & Fibre Co., Hamilton, Ohio: First award in the seventh annual Awards Contest, sponsored by the Art Directors Club of De-

troit, and the Award of Distinctive Merit in the 34th annual exhibition of the Art Directors Club of New York. Both awards were won by a trade-magazine ad featuring Champion's "Kromekote" cast-coated papers.

Exclusive permission in Europe to manufacture the Sylvania Web Conditioner, a moisture-control device used in printing cellophane, glassine and paper, has been given to Societe Ameliorair, Paris, by the American Viscose Corp., Philadelphia. The Societe also holds the manufacturing rights for Great Britain and Ireland. Sale of the units in France has already been arranged through La Cellophane of Paris and two new sales agents have been named by Avisco in Europe: Sidac of Brussels is licensed to use and sell the unit in the Benelux territory; British Sidac, Ltd., London, will handle conditioner sales in Great Britain.

Appointment of two new salesmen for Avisco cellophane has been announced: Charles E. Guest, assigned to the South Philadelphia territory, and Horace M. Pitcher, in Louisiana and Mississippi and the cities of Mobile and Pensacola.

Nashua Corp., Nashua, N. H., has appointed Robert H. Prew as vice president and assistant to the president. Robert W. Polley succeeds Mr. Prew as manager of manufacturing and also retains his position as technical director of Nashua's technical divisions.

The Minerva Wax Paper Co., Minerva, Ohio, has just completed its greatest expansion program, with over-all production capacity increased about 55%.



E. D.  
Lake

Elmore D. Lake, chief art director of Western Waxed Paper Division, Crown Zellerbach Corp., San Leandro, Calif., for more than 35 years, has retired. Mr. Lake is noted for his work in pioneering full-color product illustrations for frozen-food overwraps produced by letterpress and for developing a patented simplified photo-engraving method used in letterpress printing.

Polymer Industries, Inc., Springdale, Conn., manufacturer of industrial adhesives, coatings and textile chemicals, has appointed Dominick Toscano to its production staff.

Robert Gair Co., Inc., New York, has announced creation of the company's Southern Container District, with head-

## MODERNIZE SCREW CAPPING OPERATIONS

with the

### FULLY AUTOMATIC "TITE-CAP"

#### SCREW CAPPER

Submit Sample  
Containers  
and Caps  
for Prompt  
Introduction to  
A Good-Edged  
Investment!



For Glass and Tin  
Metal and Plastic  
Screw Caps

- Quick Change-Overs; Easy Adjustments.
- Trouble-Free; Any Handy-Man Services It.
- Performs the Work of 2 or 3 Men.
- Increased Output, Automatic Operation. Pay for the "TITE-CAP" in about 6 months.
- New Hopper Handles Large Variety of Caps.
- Models for all Types of Capping Operations Including Special Closures, Inner Seals, Lids, Plugs, Etc.

**TITE-CAP MACHINE CO. INC.**  
56 Rose St., New York 38, N. Y.

## 'SCIENTIFIC' portable SEMI-AUTOMATIC STRAIGHT LINE VACUUM FILLER



Actually Pays For Itself In A Few Weeks  
Write for FREE TRIAL OFFER

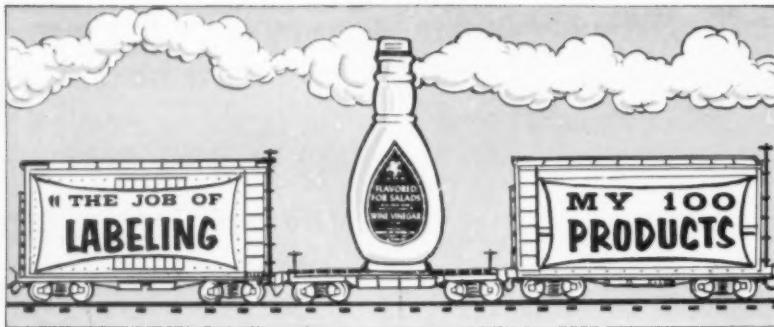
## Whirlwind SCREW CAPPER

- Replaces Uncertain Hand Capping; Eliminates Fatigue and Worn-Out Fingers. ANY CAP—ANY CONTAINER—PERFECT SEALING!
- Adjustable Tension Device Controls Cap Tightness.
- Portable, Flexible, Fast; Easy to Operate.



## SCIENTIFIC FILTER CO.

56 Rose St., New York 38, N. Y.



has always been in the hands of Ever Ready," says Mrs. Ezra Winter, President of House of Herbs. "I remember the first rough label designs I sent you 13 years ago . . . they were for Mixed Herb and Garlic Wine Vinegars.

"Through the years my business has grown to 100 products and Ever Ready has given me heart-warming cooperation and service. My line has had wide and favorable comment — and as you know has won a number of prizes in packaging shows."

Yes, Mrs. Winter it is always a source of great satisfaction to receive a vote of confidence from a satisfied customer. Many of the 60,000 orders which

Ever Ready handles annually fall into the same category as House of Herbs . . . companies that have taken advantage of Ever Ready's standing offer to develop for them planned label campaigns.

Ever Ready customers are engaged in every type of industry, and, Ever Ready customers are users of all kinds of labels — heat seal, Red-E-Stik, embossed, spot carbon, point of purchase, advertising . . .

If you have a label problem why not call Ever Ready. Our staff of trained label specialists will build into your labels all the know-how which only a company like Ever Ready, producer of 15,000,000 labels a day — can possibly pass on to its customers.

**Fill up to . . .**

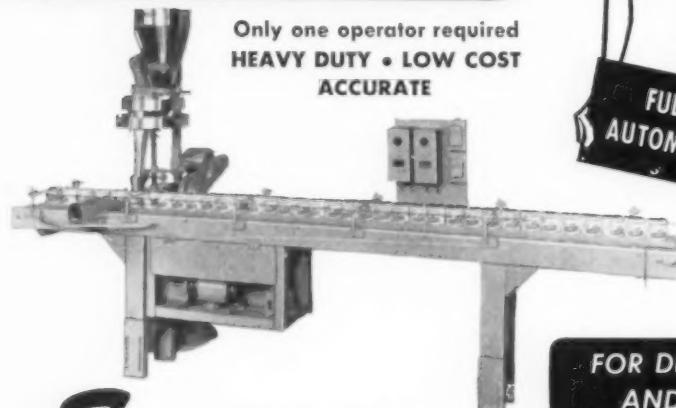
**120 CONTAINERS PER MINUTE**

(240 per minute with double head)

on the NEW

## FILLMASTER

Only one operator required  
HEAVY DUTY • LOW COST  
ACCURATE



FOR DRY  
AND  
SEMI-DRY  
PRODUCTS

**Stuyvesant**  
ENGINEERING COMPANY  
107 STUYVESANT AVE. LYNDHURST, N.J.

## Plants and people

quarters in New Orleans. Shelley Schuster is general district manager; C. C. Viguerie, general sales manager, and Paul E. Olivier, general superintendent. The new district comprises Gair's Great Southern Box Division at New Orleans; the subsidiary Great Southern Box Co., Inc., at Jackson, Miss.; and the Great Southern Wirebound Box Co. at Magnolia, Miss.

William L. Schnorbach has joined the Gair organization as assistant to the director of development, chemical pulp and paper products.

Joseph D. Martin has been elected executive vice president of the Sun Tube Corp., Hillside, N. J., manufacturers of collapsible tubes and extruded metal containers.



J. D.  
Martin

Three officers of the General Package Corp., recently acquired by The Diamond Match Co., have been named directors of the parent company: John W. Cox, Peter Berkey and Bert W. Martin. Mr. Cox has also been named as a Diamond vice president and will head up the company's General Package division. Eric G. Erickson, former General Package secretary, has been appointed assistant secretary at Diamond.

The Spencer Chemical Co., Kansas City, Mo., has announced two promotions in top sales management and the re-organization of its sales division into seven departments. H. R. Dinges, former assistant general sales manager, has been named general sales manager

H. R. Dinges



H. E.  
Bingham

and H. E. Bingham, who was acting director of product sales, has been named general manager of sales services and will head four departments.

Allen Leroy Emptage has been appointed head of Interchemical Corp.'s central engineering department in New York. He succeeds Richard G. Knowland, who will continue with the department on a part-time consulting basis.

Representatives of the Ciba Pharmaceutical Products Co. accepted awards at a special luncheon recently for four boxes

which took honors in the 1955 competition of the National Paper Box Mfrs. Assn. The awards were presented by **Walter P. Miller, Jr.**, president of **Walter P. Miller Co., Inc.**, Philadelphia, manufacturer of the award-winning boxes.

**Drummond Giles**, president and general manager of **Courtaulds (Canada), Ltd.**,



Drummond Giles

R. K. Tinkler

has been appointed president of **TCF of Canada, Ltd.**, cellophane producers, Cornwall, Ontario. Mr. Giles succeeds **R. K. Tinkler**,

who is returning to England to accept a position with **British Nylon Spinners, Ltd.** **A. E. King** has been named general manager and continues as a director of TCF.

**National Container Corp.**, New York, has announced a new policy under which it will sell all of its corrugated paper products on a published price list. Separate price lists will be issued for certain industries which have standardized container sizes.

**A. D. Hoepner** has been named manager of the **Flexible Package Co.**, Chicago, a wholly owned subsidiary of the **Bemis Bro. Bag Co.**.

**Robert Mahan**, general manager of the **Wirz** branch plant in Carrollton, Ky., has been elected vice president of **A. H. Wirz, Inc.**, Chester, Pa., maker of collapsible metal tubes. **Matthew G. Box** is now assistant sales manager.

**William H. O'Shaughnessy** has been appointed assistant market analysis supervisor for the **Olin Film Division of Olin Mathieson Chemical Corp.**, New York.

**Gilman Paper Co.'s** Standard Division, New York, has appointed **Howard Olmsted** as salesman for its gummed tape and paper products in the Cleveland area.

Financial interests identified with the **Perkins-Goodwin Co.**, pulp and paper sales and management organization, New York, have contracted to purchase the pulp and paper mill at Madison, Me., from **The Great Northern Paper Co.**, together with the power station at Anson, Me. When the purchase is consummated, all sales of this mill will be handled by Perkins-Goodwin. No change is contemplated in operating policies, organization or products developed under the management of Great Northern.

The Plastics Department of **Dow Chemical Co.**, Midland, Mich., has announced that **A. R. Tucker, Jr.**, former manager of Styrofoam sales in Midland, has moved to the company's Los Angeles office as

Something goes into this box besides tooth paste

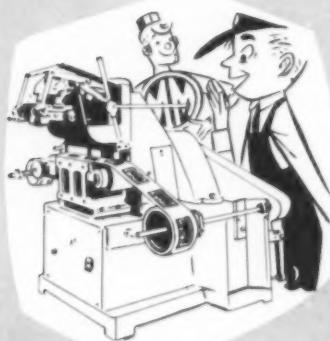
**NATIONAL FOLDING BOX COMPANY, INC.**  
SUBSIDIARY OF FEDERAL PAPER BOARD COMPANY, INC.

**SALES OFFICES:** CHRYSLER BUILDING, NEW YORK 17, N.Y.; NEW HAVEN AND VERSAILLES, CONN.; BOGOTA, N.J.; BOSTON AND PALMER, MASS.; STEUBENVILLE, OHIO; PHILADELPHIA AND PITTSBURGH, PA.

**FOLDING BOX PLANTS:** BOGOTA, N.J.; NEW HAVEN AND VERSAILLES, CONN.; PALMER, MASS.; STEUBENVILLE, OHIO; PITTSBURGH, PA.

**PAPER BOARD MILLS:** BOGOTA, N.J.; NEW HAVEN, MONTVILLE AND VERSAILLES, CONN.; READING, PA.; STEUBENVILLE, O.; WHITE HALL, MD.

**making a  
MARKED  
IMPROVEMENT  
in PARTS  
IDENTIFICATION**



Typical of the parts identification marking problems Markem solves is this one involving metal tail pipes. In place of costly, wrap-around paper labels that wouldn't stick, the manufacturer now prints complete label detail on pressure-sensitive tape, using a Markem 26A machine. Imprints are neat and clear — tape stays on. If identifying, decorating or designating a product, part or package is your problem, let Markem help you. Since 1911, Markem machines, type and ink have helped industry make its mark — better. They can do the same for you. Just write Markem Machine Company, Keene 1 New Hampshire.



supervisor of plastic sales in Southern California. Robert L. Curtis, plastics sales supervisor in that area, succeeds Mr. Tucker at Midland.

Malcolm J. Odell has been appointed vice president of the Angier Corp., Framingham, Mass. Mr. Odell will continue in charge of research, development and engineering.

The Brockway Glass Co., Brockway, Pa., has appointed E. C. Faust and G. R. Holden as assistants to the general sales manager. The company has broken ground at Freehold, N. J., for its new glass-container plant. The proposed 150,000-sq.-ft. plant is expected to be in operation by next spring.

The Beck Engraving Co., Inc., Philadelphia, has appointed Ralph Winship as technical director and Thomas Allison as general superintendent of its Gravure Engraving Division.

Construction has started on the American Can Co.'s new factory in Arlington, Tex. When completed, the plant will have an annual rated capacity for 300 million fruit, vegetable, meat and shortening cans.

Joseph F. Rives has been promoted to assistant to A. Z. Hahn, vice president of the Carbon Black Div., J. M. Huber Corp. Donald Thompson succeeds Mr. Rives as packaging engineer. Both men will headquarter at Borger, Tex.

Economic Machinery Co., division of Geo. J. Meyer Mfg. Co., Los Angeles, has appointed Harry J. Keller resident service engineer for California.

An interim plant for the production of a new high-density, boilable polyethylene plastic will be in operation by the end of the summer at Monsanto Chemical Co.'s Texas City, Tex., plant. A small pilot plant producing the new product has been in operation at the company's Chemical Research Department at Dayton, Ohio, for several months.

American Cyanamid Co., New York, has appointed Ted M. Wennergren as advertising manager of the Plastics and Resins Div., replacing Harry W. Cyphers, Jr., who has resigned to accept a position in the Borden Co.'s Chemical Div. E. K. Hunt has been named sales manager, succeeding C. J. Romieux, who has resigned. Dr. N. B. Sommer is now marketing manager of plastics. R. G. Head

## Plants and people

has been named marketing manager of resins. Dr. V. V. Lindgren is now technical director of the division.

Five regional offices have been established by American Cyanamid: New York, W. F. Whitescarver, sales manager; Los Angeles, H. B. Freeman, sales manager; Chicago, C. W. Johnson, sales manager; Boston, E. H. Trussell, sales manager; Cleveland, C. T. Byron, sales manager. Field sales manager is S. T. Dahl.



William S. RHEEM, II, general manager of the Rheem Mfg. Co., Chicago, has been elected to the corporation's board of directors and named a vice president of the company.

Harry J. Patterson has been appointed container RHEEM, II sales representative for Rheem in the greater Cincinnati area.

John E. Morrill, president of Union Machinery Co., Joliet, Ill., manufacturer of bakery machinery and a subsidiary of American Machine & Foundry Co., has been re-elected president of the Bakery Equipment Mfrs. Assn.

Edward L. Kuhn has been elected a vice president of the Consolidated Packaging Machinery Corp., Buffalo. Mr. Kuhn also retains his title of sales manager.

Thomas F. Cass has been promoted to senior vice president of California Container Corp., a subsidiary of Container Corp. of America, Chicago.



Michael Benach, shipping foreman and packaging coordinator at The Timken Roller Bearing Co., Canton, Ohio, has been promoted to supervisor of shipping and packaging at the Canton and Gambrius bearing plants. Mr. Benach will maintain shipping and packaging liaison between all bearing plants of the Timken company.

Richard Miskin has been appointed sales engineer for the MRM Co., Inc., Brooklyn, machinery manufacturers.

The Gisholt Machine Co., Madison, Wis., has appointed Marshall B. Hanks as sales manager of its Packaging Machinery Div.

Cargo Packers, Inc., specialists in climate-proof and shockproof packaging, have leased 65,000 sq. ft. of new space in an industrial building at 3720 14 Ave.,

MODERN PACKAGING

Plants and people

# engineered

## for sales . . .



### Let DIXIE'S Packaging Specialists in on your Plans

When you use Dixie's experienced Packaging Specialists, you get

a laboratory tested package custom-built for your own particular needs.

But more than that . . . you get a package that's "dressed up" to shout "Pick me up!"

on any display rack! That's because Dixie's Art Department is a vital part of Dixie's

team of Packaging Specialists, and is experienced in creating package designs that sell.

Just call or write your nearest Dixie Plant for information

on how Dixie's Packaging Specialists can help you.

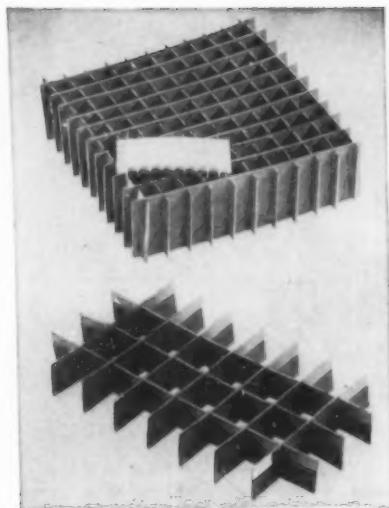


**DIXIE**

*Wax Paper Company*

DALLAS, TEXAS • MEMPHIS, TENN. • WASHINGTON, N. J. • BURLINGAME, CALIF. • MEXICO, D. F.

AUGUST 1955



**PROTECT WITH PARTITIONS!**  
Solve YOUR Internal Packaging Problems  
**SAFELY—SECURELY!**  
Made to Your Exacting Specifications for Pharmaceuticals Candy Heart Box Inserts Collapsible Tubes Toys and other fragile items

**Plain and Die Cut**

**Prompt Delivery**

Write or Call for Complete Data

**RAPID CUTTING CO., INC.**

**90-96 ENGERT AVE.  
BROOKLYN 22, N.Y.**

EVergreen 8-2512-3-4

(Formerly at 169-173 Franklin Ave.)



## Plants and people

Brooklyn, to permit further expansion of its shipments of extra-heavy industrial machinery overseas. The company's main building continues at 73 Rutledge St., Brooklyn.

**George W. Crabtree**, vice president of Crown Cork & Seal Co., Inc., Baltimore, Md., and general manager of its Can Division, has been elected executive vice president of the company.

**Fibleco Illinois Corp.**, Chicago paper converter, has completed installation of its continuous roll laminator. The machine, which has a 45-in. web, can laminate three rolls of paper or cloth simultaneously. Items such as vinyl sheeting to paper, leatherette to board, cloth to paper and foil can be run and rewound into rolls, or continue through the sheeter, which is hooked up in unison with the laminator.

**The Chicago Paper Box Co.**, maker of hat and travel boxes, transparent boxes and plastic specialties, is now in full-scale operation at its new quarters, 732 N. Morgan St., Chicago 22. The company, which has 12,000 sq. ft. of space on one floor, has a new department for fabricating corrugated specialties.

**Joel Y. Lund** has been appointed president of the Lambert Pharmacal division of Warner-Lambert Pharmaceutical Co. Mr. Lund was executive vice president of Lambert Pharmacal in St. Louis prior to the merger of its parent company, The Lambert Co., with Warner-Hudnut. Mr. Lund, who has been active in packaging circles and is a past president of the Packaging Institute, will make his headquarters in Jersey City, N. J., and will have under his direction plants in New York City, Jersey City and St. Louis.

**National Starch Products, Inc.**, New York, has started operation in Meredosia, Ill., of its second polyvinyl resin plant. Prime function of the new plant is to produce polyvinyl emulsion, but adhesives containing large proportions of the vinyl emulsions will also be manufactured for the company's National Adhesives Division.

**Michel S. Schwartz**, formerly with the Vacu-Form Corp. of America, has formed the Emet Vacuum Forming Corp. at 426 Union Ave., Brooklyn. The new company has vacuum-forming and die-cutting facilities, model and mold-making shop and silk-screen equipment for pre-print-

ing thermoplastic sheet. A specialty will be packaging and displays. **Edward Adler**, 112 E. 19 St., New York, has been named New York representative for the new firm.



G. W.  
Crabtree



C. E.  
Arch

**D. James Morey** has been appointed sales manager of the **Aerosol Filling Div.**, Puritan Distributing Co., Boston.

**The Behr-Manning Division of Norton Co.**, Troy, N. Y., has appointed **Thomas Trowbridge** as assistant general sales manager, **William J. Bennett** as sales manager for the eastern region and **Victor F. Perreault** as industrial trades manager.

**The Howard Flint Ink Co.**, Detroit, has opened its new factory at 3905 W. 150 St., Cleveland, Ohio. Under the management of **Dan Farlin**, the new factory has 28,000 sq. ft. of manufacturing space. **William Sticklorath** is in charge of development and production.

A new display organization has been established: **Neel Bate, Inc.**, 21 E. Eighth St., New York. Neel Bate, formerly with Bonwit Teller, is president and **Ernest L. Henry** is business manager. The studio will coordinate point-of-purchase displays with national advertising.

**Charles A. Dillon** has been appointed as district representative for **The Raymond Bag Co.**, Middletown, Ohio. He will direct sales of multiwall paper shipping sacks in Texas, Louisiana and Arkansas, with headquarters in Houston.

---

**Harry A. Kirk**, general manager of sales of **Continental Can Co.'s Paper Container Division**, died on June 15 at the Orange Memorial Hospital, Short Hills, N. J., following a brief illness.

**Patrick Henry McCarthy**, 86, founder of the **Vulcan Stamping & Mfg. Co.** and the **Vulcan Tin Can Co.**, Bellwood, Ill., died on June 10. Mr. McCarthy went into business for himself in 1916. In 1952 the story of his life was portrayed in a book entitled, "The Story of a Man and the Company He Built."

**LABEL SEAL-IT**

**Folds, Seals Bags...  
Attaches Labels  
in one effortless  
operation**

**DOES 3 JOBS IN UNISON!**

**This revolutionary machine brings tremendous economies to users of labelled heat-sealable bags!**

**CUTS LABEL COSTS**—Uses labels printed on *ordinary printer's enameled stock*. No special thermo-plastic coated papers required.

**ATTACHES LABELS SIMULTANEOUSLY** as bags are sealed. Handles tent or saddle-type labels.

**FAST, HERMETICALLY-TIGHT SEALING**—Neatly heat-seals against moisture, evaporation and contamination. No staples, no pins, no unsightly closures. One operator does the work of two or more!

**SEALS ALL HEAT-SEALABLE BAG MATERIALS**—Cellophane, pliofilm, polyethylene.

**PROVED PERFORMANCE**—Simple design, continually improved over many years, is your insurance of *long life* and trouble-free performance! Ask for literature!

*Full line of HEAT SEAL-IT machines available*

**GLOBE**  
**HEAT-SEAL, INC.**  
**HEAT SEAL-IT DIVISION**

3380 Robertson Blvd., Los Angeles 34, Calif.

# MOLDING AND ENGRAVING RUBBER

**at these convenient  
sources of supply**

Molding and engraving rubber from "U. S." assures the finest printing results. Why? Because "U. S." has complete control of manufacture all the way. "U. S." grows its own natural rubber and compounds its own synthetic rubber. It has the vast resources, the experience, and the skilled technical staffs.

Get "U. S." rubber from any of its distributor's, Williamson & Co., three offices:

Caldwell, New Jersey or Bryan, Ohio  
or San Francisco, Calif.



or call  
**UNITED STATES RUBBER COMPANY**  
Mechanical Goods Division • Providence, Rhode Island

AUGUST 1955

No one who was in business during the early part of World War II will forget the confusion and dismay that swept through industry—and the nation—when

**UNSCRAMBLES REGULAR  
AND ODD SHAPES  
Faster... Easier**

**UNSCRAMBLER** SPEEDS UP PRODUCTION

• Cartons or cases of bottles, jars, or cans dumped on table are instantly unscrambled and regimented into a single file to keep a continuous flow of units on your production line. Reduces labor costs . . . minimizes breakage . . . saves floor space . . . and meets all sanitary specifications as operator does not handle mouths of units.

**ARE YOU CHANGING TO GLASS?**

Send for Bulletin ST-1 and learn why there are twice as many ISLAND Styl-O-Matic Unscramblers in use than all other makes combined, and how they are used to unscramble practically every type of container imaginable.

**ISLAND EQUIPMENT CORP.**  
27-01 Bridge Plaza North  
Long Island City 1, N. Y.

Please send full details on the Styl-O-Matic Unscrambling Tables as described in Bulletin MP8.

NAME _____	STATE _____
ADDRESS _____	
CITY _____	

149

tin cans, without limitation to present metals, coatings or methods of manufacture for every one of the more than 1500 items now in metal cans.

# OPERATION SURVIVAL-

... a modern miracle

now unfolding at Canco's

new Barrington

Research Center



**No one** who was in business during the early part of World War II will forget the confusion and dismay that swept through industry—and the nation—when the critical tin shortage threatened extinction to all but essential can-making.

But thanks to cooperative studies carried on by Canco Research and its suppliers *before* the emergency, a way was found to conserve tin supplies—to spread the existing supply farther and farther and finally to weather the storm.

This experience, harrowing as it was, gave birth to the spectacular project now under way at Canco's new Barrington Research Center—Operation Survival—or in other words, the search for tinless

tin cans, without limitation to present metals, coatings or methods of manufacture for every one of the more than 1500 items now in metal cans.

Canco scientists have their basic studies behind them, and from their work, more and more containers are appearing daily, which are in whole or in part, tinless. They will continue their studies and experiments to their ultimate goal—so that no future calamity can deprive the peoples of the North American continent of foods and products packed in cans.

Thus Canco Research continues its never-ending and rewarding search for the container of tomorrow—for your needs.

*Go first to the people who are first!*

## AMERICAN CAN COMPANY

New York, Chicago, San Francisco



# For your information

Carl R. Schmidt, president of the Schmidt Lithographing Co., was re-elected president of the **Lithographers National Assn.** at its recent 50th anniversary convention. Also re-elected were **W. H. Walters** of U. S. Printing & Lithograph Co., chairman of the board; **Maurice Saunders**, honorary board chairman; **Carl N. Reed** of Niagara Lithograph Co., vice president.

The **Office of Naval Material**, in cooperation with the military services and the **Dept. of Commerce**, will sponsor the first **Joint Military-Industry Symposium on Packaging and Materials Handling**, Oct. 10-12, Washington, D. C. The theme of the conference will be "What is New? What is Needed?" Firms interested in making presentations on new developments and individuals wishing to suggest questions for round-table discussions are advised to contact the Chief of Naval Material, Washington 25, D. C.

**Dennison Mfg. Co.** is offering a new booklet entitled **"Your Anniversary—How to Make the Most Of It."** It explains how slogans, advertising, packaging, displays, publicity, catalogs and correspondence can all be tied in. Mounted samples of seals, tags and labels are included to show what others have done. Copies of the booklet are available from the Advertising Dept., Dennison Mfg. Co., Framingham, Mass.

A study of flexible-packaging converters conducted recently by the **National Flexible Packaging Assn.** revealed substantial volume rises in 1953 and 1954, but a decline of net profit from an average in 1951 of 8.94% before taxes to 1.83% in 1954. These figures represent a composite of the performance of 33 companies.

Corrections have been announced by the **National Paper Box Mfrs. Assn.** in its listing of winners in the Fifth Annual Packaging Competition sponsored by the association (see **MODERN PACKAGING**, June 1955, p. 124). The first-award winner in the Hosiery & Apparel classification, a display box for men's socks that also won second award for Best Display Box, was manufactured by **Carolina Paper Box Co.** for the **Berry Hosiery Mills**. The Jewelled Match Box display box, which won first award in the display-box classification, was made by **The Mason Box Co.**, Attleboro Falls, Mass., for **B. Cutler Associates**.

The June issue of the GF Technical Bulletin, published by **General Foods Corp.**, White Plains, N. Y., is a Special Packaging Issue telling the story behind

General Foods' packaging. The 23-page illustrated booklet covers research, purchasing, traffic and marketing of the company's many products. It includes a chapter on consumer wants in packaging.

**Norval W. Postweiler** has been appointed as an assistant administrator of the **Business and Defense Services Administration, U. S. Dept. of Commerce**. Mr. Postweiler has been serving as deputy director of the Containers and Packaging Division since last February. In the new position, he succeeds **Russell C. Flom**, who is returning to his position with Marathon Corp. Mr. Postweiler is on leave from the Riegel Paper Corp.

The **1955 Canners Directory**—47th of these annual compilations by the **National Canners Assn.**—is now available. The new 250-page directory, bound in stiff linen covers, lists canning firms and their headquarters addresses by states, along with plant locations and products packed in each. The book features an over-all commodity index covering 594 different canned products. Copies of the directory are now available at \$1 to members and \$2.50 to non-members from the Information Division, National Canners Assn., 1133 20 St., N. W., Washington 6, D. C.

Newest applications of science to the food and agricultural field are reported in the recently published **"Handbook of Food and Agriculture,"** edited by **Fred C. Blanck** (Reinhold Publishing Corp., New York 22, \$12.50). The 1,039-page book contains an informative chapter on "Food Packaging" by **C. Olin Ball** of Rutgers University Dept. of Food Technology.

The **United States Trademark Assn.** has published a 130-page, illustrated book entitled **"Trademark Management—A Guide for Businessmen."** The book is designed as a practical guide on trademark practice and procedure. Copies are available at \$5 each from the United States Trademark Assn., 522 Fifth Ave., New York 36.

A handy sample book illustrating some of the more popular types of glassine and greaseproof papers has been put out by the **Glassine & Greaseproof Mfrs. Assn.** Copies may be obtained from the Glassine & Greaseproof Mfrs. Assn., 527 Lexington Ave., New York 17.

The story of cellophane tape and its contributions to the growth of the packaging industry are told in a new book, **"Brand of the Tartan,"** by **Virginia Huck** (Appleton-Century-Crofts, Inc., New York, \$3.50). This 250-page volume

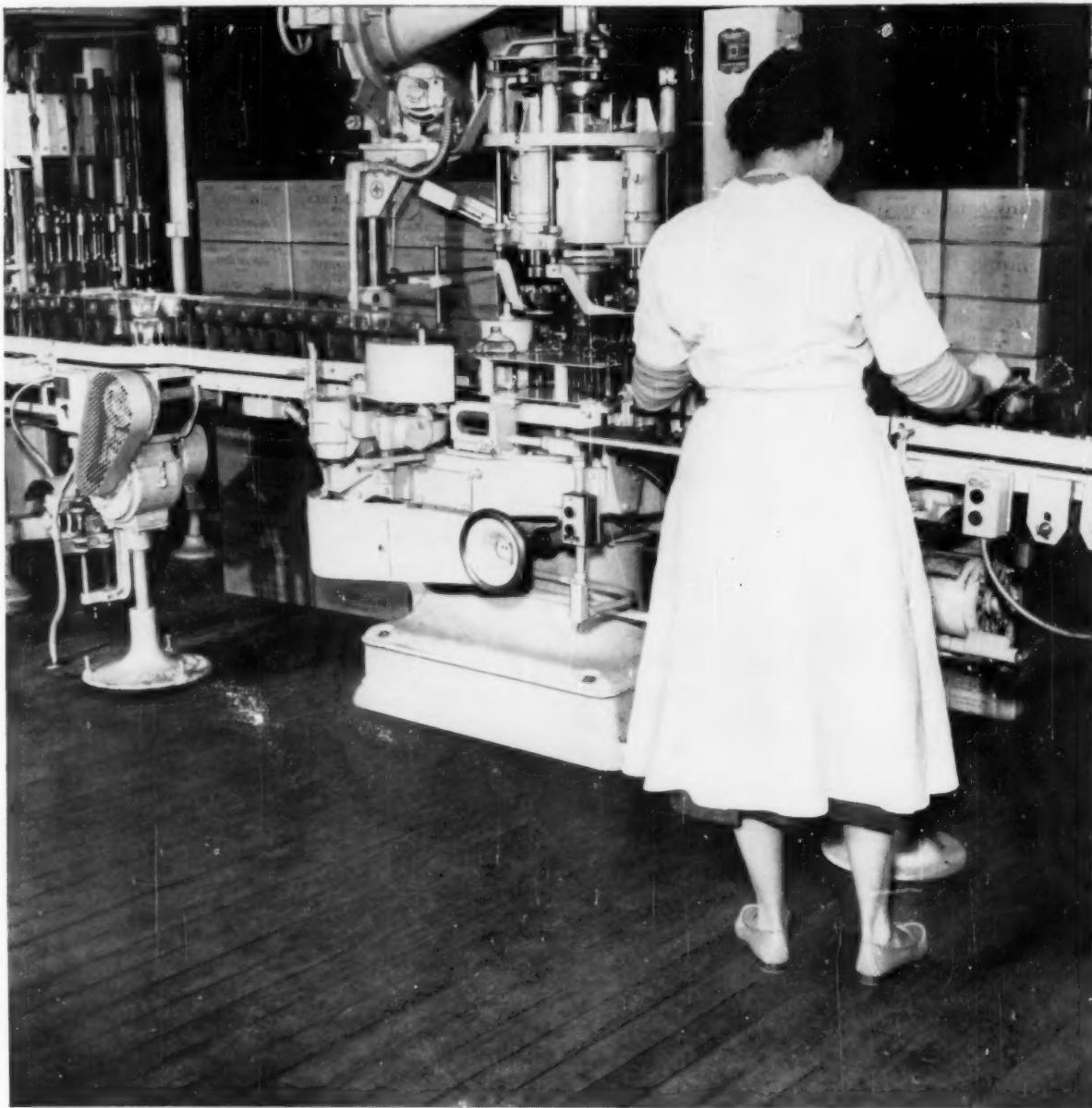
traces the history of the **Minnesota Mining & Mfg. Co.**, Minneapolis, in its development of "Scotch" brand cellophane tape and describes the ingenuity and research that went into the development of cellophane tape by Minnesota Mining.

The **Society of Industrial Packaging & Materials Handling Engineers** recently elected the following new divisional presidents: Maryland Division—**K. C. Winter** of Mathieson Chemical Corp.; Eastern Division—**Allyn C. Beardsell** of Container Laboratories; Missouri-Kansas Division—**A. F. Boerner** of Acme Steel Products; Philadelphia Division—**Philip A. Gelber** of the Naval Air Experimental Station; Northeastern Ohio Division—**John D. Velardo** of Flow Publishing Co. As presidents of their local groups, these men also become members of the SIPMHE national board of directors.

Theme of the **10th Anniversary National Industrial Packaging & Materials Handling Exposition**, to be held at the Kingsbridge Armory, New York, Sept. 20-22, is "A Decade of Progress." The "triple event" show will combine the manufacturers' exhibits, the annual Short

## What's doing

- Aug. 7-10—**International Assn. of Printing House Craftsmen, Inc.**, Netherland Plaza, Cincinnati.  
Aug. 21-26—**Third U. S. International Gift & Fancy Goods Show**, Sheraton Astor, New York.  
Aug. 28-30—**First Annual Fancy Food & Confection Show**, Sheraton Astor, New York.  
Aug. 30-31—**Packaging Institute**, Petroleum Packaging Committee, Royal York and King Edward Hotels, Toronto, Canada.  
Sept. 6-16—**Production Engineering Show**, Navy Pier, Chicago.  
Sept. 6-16—**National Machine Tool Builders Assn., Machine Tool Show**, International Amphitheatre, Chicago.  
Sept. 15-18—**Packaging Machinery Mfrs. Institute**, annual meeting, Homestead, Hot Springs, Va.  
Sept. 20-22—**10th Annual Industrial Packaging & Materials Handling Exposition**, Kingsbridge Armory, New York.  
Sept. 25-29—**Master Brewers of America**, San Francisco.  
Sept. 28-30—**Technical Assn. of the Pulp & Paper Industry**, Testing Conference, Springfield, Mass.



## LOOK AT THE FLOOR... for proof this cap is stronger

Try a run with Armstrong Hi-Tork® Caps, and keep your eye on the floor while you do it. You'll notice something from the start—broken caps are few and far between. This will be true as long as you're using Hi-Torks.

Hi-Tork Caps are stronger. For the cap is designed so that each part—dome, thread, and skirt—takes its proper share of stress. This extra

strength means a more economical, more efficient operation. Let us help you set up a demonstration. Then you can see the advantages of Hi-Torks for yourself. Simply contact your Armstrong man or write Armstrong Cork Company, Glass and Closure Division, 5508 Crystal Street, Lancaster, Pennsylvania.



### Armstrong "HI-TORK" MOLDED CAPS

# Here's a fast adhesive... fast setting for high-speed application

**DAREX 746K** — has unusually quick initial tack, enabling it to run at sustained high speeds on automatic equipment. Also a higher yield per gallon and greater coverage, which saves important extra dollars for volume producers. Among the many uses for DAREX 746K are glued-lap boxes, bag seaming, and case sealing.

Write or phone today for full information about DAREX 746K and other Dewey and Almy resin adhesives.

## DAREX 746K General Characteristics

SOLIDS...50-56%  
pH...5.0-6.5  
VISCOSITY...200-300 cps. (Brookfield)  
STABILITY...Thickens slightly on standing  
COLOR...Yellowish tan, wet; kraft, dry  
ODOR...Slight rosin-like, wet; trace, dry  
INITIAL TACK...2-5 seconds, or longer depending on stock  
FLEXIBILITY OF FILM...Adequate to -20°F.  
MOLD RESISTANCE...Excellent, contains non-toxic mold inhibitor  
FACTOR...9.3 lbs./gallon  
TYPE...Modified polyvinyl acetate emulsion  
APPLICATION...Roll or nozzle  
COVERAGE...9-12 lbs./M sq. ft., depending on stock



**DEWEY and ALMY**  
Chemical Company

DIVISION OF W. R. GRACE & CO.

Cambridge 40, Mass. • Montreal 32, Canada  
Chicago 28, Illinois • San Leandro, California

## Some uses for DEWEY and ALMY resin adhesives:

Sealing corrugated and solid fibre cases.  
Folding cartons.  
Glued-lap boxes.  
Bonding wood to wood.  
Laminating reinforced tapes and paper stocks.  
Bonding fibre pads to metal.  
Seaming white flour bags.  
Book match striking strips.  
Adhering vinylfilm to fabrics.

Bonding porous stock to chipboard.  
Unitizing pallet loads of boxes or bags.  
Bonding wax-impregnated paper.  
Seaming creped waxed kraft bags.  
Adhering foil to paper.  
Winding tubes.  
Adhering cellophane to paper.  
Grease-proof coatings.  
Adhering wet-strength paper.  
Heat-seal adhesives.  
Adhering sandpaper to disc sanders.

# For your information

Course presented in cooperation with New York University and the National Championship Competition. The short course will include requested "refreshers" in mathematics, physics and chemistry as related to packaging and materials handling. Concurrently there will be sessions on problems and techniques of industrial packaging and applied principles of materials handling. Two non-technical sessions will cover "management aspects" and "consumer packaging," the latter to be presented by leading package designers. Registration is through the Society of Industrial Packaging & Materials Handling Engineers, 111 W. Jackson Blvd., Chicago 4.

Next year's **National Plastics Exposition** is to be held June 11-15 in the new Coliseum at New York City. This will be the first time in eight years that the exposition, sponsored by **The Society of the Plastics Industry, Inc.**, has been held in New York. A conference will be held concurrently with the show. The planning committee is headed by **William C. Conroy** of Erie Resistor Corp.

The 19th Annual Time and Motion Study Management Clinic, sponsored by the **Industrial Management Society**, is scheduled for Nov. 9-11, Sherman Hotel, Chicago. The Annual Methods Improvement Contest will be a feature of the event. Information on the clinic may be had from the Industrial Management Society, 35 E. Wacker Dr., Chicago 1.

Walter J. Ash, Consolidated Lithographing Corp., is chairman of the 1955-56 executive committee of the **Point-of-Purchase Advertising Institute**. Serving with him are: Carl Bergmann, Palmer Associates; S. Paul Boochever, Gibraltar Corrugated Paper Corp.; Henry Carter, Carter & Galantin of Illinois, Inc.; Harry Fenster, I. Fenster & Sons, Inc.; Ray Dubrowin, The U. S. Printing & Lithograph Co.; William Melish Harris, Wm. Melish Harris Associates; Cecil N. Henschel, Crown Wire Mfg. Corp.; Donald S. Hutchinson, Lutz & Sheinkman; Norton B. Jackson, POPAI; Charles Peckar, Chaspec Mfg. Co.; Robert D. Phelps, Phelps Mfg. Co.; O. H. Stark, Snyder & Black; Chester L. Thomson, Einson-Freeman Co.; Stanley L. Wessel, Stanley Wessel & Co.; E. K. Whitmore, Oberly & Newell Lithograph Corp.; P. L. Wise, The Reyburn Mfg. Co., and E. David Zippordt, Zippordt, Inc.

**Laurence T. Herman** has been appointed executive director of the **Waxed Paper Institute, Inc.**, and of the **Waxed Paper Merchandising Council, Inc.**

The American Society of Mechanical Engineers has developed a simple chart method of determining pallet-load patterns for containers. Although the pattern-pallet chart was developed for 40-by-48-in. pallets, its general method and approach makes it applicable to any size of pallet or to any definite area. Copies of the paper, No. 55-SA-8, are available at 50 cents each from the Order Dept., American Society of Mechanical Engineers, 29 W. 39 St., New York 18.

**J. Gibson McIlvain, Jr.**, of Downingtown Paper Box Co. is the new president of the **Gravure Technical Assn.** New directors of the association's Packaging Division are: **Fred L. Baldwin**, Dobbeckmun Co.; **Edward Beiderbecke**, Bloomer Bros. Co.; **Dr. Duncan Brown**, The Gardner Board & Carton Co.; **Carl A. Irton**, The Specialty Papers Co.; **Dellmore Moffett**, Kalamazoo Vegetable Parchment Co., and **Jack L. Roser**, Milprint, Inc.

The American Management Assn.'s newly published Manufacturing Management Series No. 217, titled "**Getting the Most from Research and Engineering**," a 59-page book, priced at \$1.75 per copy (\$1 to AMA members), may be obtained from Publication Sales, Dept. P, American Management Assn., 330 W. 42 St., New York 36.

Deadline for entries in the **Produce Packaging Assn.'s 1955 Produce Packaging Award Competition** is Aug. 15. Information on the competition may be obtained from the association's headquarters, 500 Fifth Ave., New York 36. Presentation of the 1955 award will highlight the opening luncheon of the **Fifth Annual Conference & Exposition** of the association, to be held at the Conrad Hilton Hotel, Chicago, Oct. 10.

**Federal Specification PPP-C-96**, covering cans of 28-gauge and lighter sheet-metal plate suitable for packaging and packing items for shipment and storage, has been published by the Commissioner, Federal Supply Service, General Services Administration, Washington, D. C. The new specification supersedes Federal Specification RR-C-96a, published three years ago, and Military Specification MIL-C-124B, of March 3, 1952 (in part).

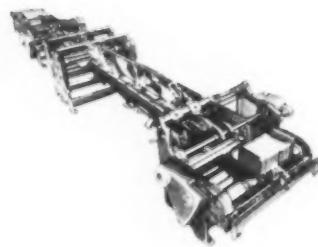
The **Folding Paper Box Assn. of America** has announced an information program designed "to create closer cooperation between folding box makers and groups such as manufacturers, trade associations, package designers, purchasing agents, wholesale and retail distributors and consumers."



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## EQUIPMENT • SUPPLIES • SERVICES

**PACKAGING EQUIPMENT.** Looseleaf catalog pictures and describes company's entire line of packaging equipment that includes cartoners, gluers, sealers, can packers, boosters, dividers, bottlers, labelers, collectors, casers, and case handling equipment. Standard-Knapp, Division of Emhart Mfg. Co. (H-551)

**FLEXIBLE NON-TOXIC TUBING.** Brochure describes properties, sizes and specifications of a line of flexible, transparent, non-toxic vinyl tubing. Prices included. Mayon Plastics. (H-552)

**WRAPPING MACHINES.** Literature pictures and offers specifications of line of automatic and semi-automatic wrapping and bundling units. Scandia Manufacturing Co. (H-553)

**WEIGHING MACHINES.** Brochure presents specifications and operational details of line of weighing machines especially designed for semi-automatic bagging, batching, and feeding operations of powder, flake, granular and other dry products. The Exact Weight Scale Co. (H-554)

**CORROSION INHIBITING WRAP.** Booklet gives industrial packaging application for "VPI" flexible wrapping materials that exert corrosion preventive action on products containing ferrous or aluminum parts. Case histories cover such diverse products as metal balls, firearms, roller bearings, sheet metal, automobile parts and machinery. Angier Corp. (H-555)

**PRINTING EQUIPMENT.** Booklet describes a new temperature controlled darkroom sink for engraving and plate-making departments. Specifications and floor plan are included. American Type Founders. (H-556)

**FLEXIBLE PACKAGING EQUIPMENT.** Folder illustrates and describes the standard "Pak-Rapid" machine that forms, fills and seals flexible packages from roll stock. Also pictured are six interchangeable feeding mechanisms for handling such diverse products as tablets, capsules, assorted small parts, screws and irregular long items. Pak-Rapid Inc. (H-557)

**PROTECTIVE PACKING.** Folder presents details on "Kimpak-Type 301," a general purpose cushioning material available in roll or sheet form. Also described are a line of special-purpose cushioning substances possessing such characteristics as moisture-resistance, decorative qualities, whiteness. Kimberly-Clark Corporation. (H-558)

**GLUE MANUAL.** 20-page brochure, "How to Prepare and Use Glue, Pastes and Gums," covers such subjects as storage and care of materials, thinning, agitating, thickening procedures, applications of heat, setting times. National Adhesives. (H-559)

**SHOPPING HABITS.** Survey entitled "Latest Facts about Today's Shopper in Super Markets" based on study of five thousand shoppers sheds light on shopping habits that can affect packaging plans. Film Department, E. I. duPont de Nemours & Co. (H-560)

**BAG MAKING MACHINERY.** Illustrated brochure provides specifications and operational details of an automatic high-speed machine that forms flat and satchel type bags in sizes up to 8½" by 9½" at rates as high as 1600 per minute. An accessory multi-color aniline printer is also described. Beasley, French & Co. (H-561)

**FLEXIBLE VACUUM PACK.** Brochure offers detailed description of the "Cryovac" process for vacuum-sealed packaging of meats, poultry and cheese in shrink-fitted plastic bags that conform to product contours. Dewey and Almy Chemical Co. (H-562)

**WIREBOUND BOXES.** Illustrated booklet shows how engineered wirebound containers can be used in place of custom-built crates in packing heavy equipment. Story is documented with actual case histories. General Box Company. (H-563)

**GUMMED TAPE MANUAL.** 24-page profusely illustrated booklet provides step-by-step instructions on how to apply gummed sealing tape to shipping cartons, telescope cartons, bags and folding cartons. Gives tips on tape machine operation and maintenance, tape storage and tape ordering. The Gummed Industries Association, Inc. (H-564)

**PACKAGING AND HORTICULTURE.** Brochure describes function of protective wraps in the shipping, protection and sale of nursery products. Includes numerous samples of asphalt-laminated and polyethylene coated colored papers. Thilmany Pulp & Paper Company. (H-565)

**HEAT SEALING MACHINERY.** Illustrated bulletin explains the "thermal impulse" principle employed in company's heat sealing machines. Foot-pedal, manual and pneumatically-powered types are described in detail. Specifications, capacities and details of sealing performance on wide variety of films are included. Vertrod Corp. (H-566)

**STRAPPING AND CARLOADING GUIDE.** Illustrated 44-page booklet gives ways to apply steel strapping to containers and products. Company's complete line of strapping, strapping machines, sealers, cutters, staplers, and stretchers is shown. Signode Steel Strapping Co. (H-567)

**WEB CONTROLLER.** Data sheet describes "Askania" Backstand for controlling both tension and edge position of a moving web. Handles roll widths to 4 feet, roll diameters to 4 feet, roll weights to 3000 lbs., maintains edge position within .015 inches. Askania Regulator Co. (H-568)

**SCALES.** Illustrated data sheets give information on company's extensive line of fully automatic checkweight and gross and netweight filling scales. Operational details, performance data and specifications are included. Thayer Scale and Engineering Co. (H-569)

**MARKING EQUIPMENT.** File folder of literature on package stenciling machines and accessories, and the Marsh Electric "Twin-Taper" and "Dial-Taper" electronically-controlled gummed tape dispensing machines. Marsh Stencil Machine Co. (H-570)

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## EQUIPMENT • SUPPLIES • SERVICES

**CAPPING MACHINE.** Illustrated sheets describe fully-automatic six-station rotary machine for assembling plug caps and dip-tubes, and inserting the assembled units into plastic squeeze bottles. Machine permits production speeds from 40 to 120 pieces per minute, handles round, oval, square and tapered bottles in a wide range of sizes. Doran Brothers, Inc. (H-571)

**MANUAL ON PARTITIONS.** 56-page illustrated booklet explains in detail how partitions or "dividers" can cut package and shipping costs, speed package assembling, and increase usable storage space. American Partition Corporation. (H-572)

**CONVEYOR FOR SMALL PARTS.** Illustrated sheets lists features of the "Lift-O-Matic" bucket conveyor device for elevating parts in a metered flow from a hopper at floor level to any height above floor. U. S. Engineering Co. (H-573)

**BAG CATALOG.** Booklet describes company's complete line of products, including standard and special-purpose paper bags, open-mesh and woven-paper bags; cotton, burlap, and plastic bags; and bag specialties. Bemis Bro. Bag Co. (H-574)

**UNWIND STANDS.** Folder shows photos and floor plans, gives description and features of unwind stands with air-operated tension controls, side register adjustments, and constant tension unwinding. Models available for handling standard mill roll diameters of 36 or 60 inches. John Dusenbury Co., Inc. (H-575)

**AUTOMATIC BAGGING SCALE.** Six-page bulletin describes and illustrates company's "E-50" bagging scale, with normal capacity up to 50 lbs. Weighs and fills open-mouth paper or textile bags with powdery, granular or coarse materials. Specifications and engineering drawing are included. Richardson Scale Co. (H-576)

**INK COLOR GUIDE.** Book contains specimens of 65 different colors, printed both on coated and on letterpress stocks. Each color is shown in eight different halftones, each in a different screen count and tone value. Novel die-cut arrangement permits easy comparison of colors with stock. Sinclair & Valentine Co. (H-577)

**POLYVINY ALCOHOL FILM.** Booklet offers detailed description of the physical and chemical properties and characteristics, appearance, standard sizes, and end uses of company's polyvinyl alcohol film. Mono-Sol Corp. (H-578)

**AUTOMATIC LABELING MACHINE.** Data sheet gives features, labeling capacities and other technical data for "Bench Roto-Labeler" designed for fully automatic labeling of a wide range of cylindrical containers at speeds up to 120 per minute. Jagenberg-Werke. (H-579)

**AEROSOL VALVES.** Sheets illustrate and give engineering and technical data on line of aerosol spray and foam valves with differing performance characteristics. Oil Equipment Laboratories, Inc. (H-580)

**TRANSPARENT FILM.** Details on transparent sheet material manufactured in thicknesses of from .00090 inches through .060 inches, and used for containers, envelopes, window boxes, lamination, display, etc. Eastman Kodak Co. (H-581)

**VIBRATORY PACKAGE FILLING MACHINE.** Folder describes heavy duty vibratory filling machine for dry, semi-dry, free flowing or slow flowing products. Handles packages from grain fraction to 10 lbs. at speeds from 2 to 120 per minute. Belt conveyor, container feeder, and settling table attachments are also described. Stuyvesant Engineering Co. (H-582)

**LABELING AND PACKAGING EQUIPMENT.** Catalog illustrates and describes in detail company's line of labeling machines, can casers, can unscramblers, glass cleaning lines, container feed tables, container elevators, tray invertors and case sealers. Chisolm-Ryder Co. of Penna. (H-583)

**CONVEYOR LINE EQUIPMENT.** Literature gives photos and descriptions of extensive line of auxiliary equipment for handling bottles, jars and cans. Included are glass preheater, case unscrambler, screw type feed timer, semi-automatic coker, and various types of roller, belt, chain, and rotary conveyors. Horix Manufacturing Co. (H-584)

**HIGH SPEED HEAT SEALER.** Folder shows photo, gives description of semi-automatic high speed heat sealer, available in three models: 13", 27", and 40" in length of seal. Machine seals coated, laminated or barrier materials regardless of wrinkles or splices in the material to be sealed. Product Packaging Engineering. (H-585)

**WATERPROOF TAPES.** Illustrated brochure describes uses, lists properties of a line of waterproof tapes. Colors, properties, composition and performance characteristics are included. Polyken Products. (H-586)

**HOW TO STACK AND LOAD CORRUGATED BOXES.** Manual gives detailed advice on efficient ways to stack and load boxes. Covers space estimating, vertical stacking, inter-locking boxes, loading different size boxes, and other topics. Hinde & Dauch. (H-587)

**PLASTIC CAPSULE VIALS.** Literature describes and gives detailed size and price list for line of "Clearsite" plastic capsule vials and specimen containers. The vials are available in crystal clear or emerald green plastic, in a range of seven standard sizes. Celluplastic Corp. (H-588)

**PACKAGING MACHINERY.** Folder shows photos and describes line of paper box machines, filling machines, packaging machines, and wrapping machines. Stokes & Smith Co. (H-589)

**AUTOMATIC CASE SEALERS.** Illustrated brochure presents detailed engineering information on "Packomatic" automatic case sealers for corrugated containers. Floor plans, specifications, and data on accessory equipment are included. J. L. Ferguson Co. (H-590)

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## U. S. patents digest

*This digest includes each month the more important patents of interest to those who are concerned with packaging materials. Copies of patents are available from the U. S. Patent Office, Washington, at 25 cents each in currency, money order or certified check; postage stamps not accepted. Edited by H. A. Levey*

**Closure Attachment**, J. M. Baker, Maine Township, Cook County, and A. J. Weber, Chicago, Ill. U.S. 2,708,802, May 24. An attachment for a container closure which comprises a transparent cover plate having a dome-shaped central portion and a rim portion, a shoulder between rim and dome-shaped central portion on the concave side thereof, and laterally and perpendicularly extensible gripping means extending from rim portion, whereby cover plate is attachable to container closure, each of gripping means comprising a tab attached to rim portion.

**Box Blank Setting-Up Machine**, L. Perilli, Waltham, Mass. U.S. 2,708,862, May 24. In a machine for setting up flat box blanks of the kind having bottom, sides and ends adapted to be folded upwardly therefrom, tuck flaps and locking tongues foldable over the ends and tuck flaps, and engageable within slots at the junctions of the ends with the bottom, a place of setting up including a substantially flat surface upon which may be placed a flat blank, a hold-down mounted for movement to and from the place of setting up and means for effecting movement of the hold-down from an out-of-the-way position into engagement with the blank at the place of setting up, with side- and end-wall elevators arranged circumferentially of the place of setting up substantially in the plane of the support.

**Opening Attachment for Bottle Caps**, J. N. Powell, Warsaw, Ind. U.S. 2,709,019, May 24. A circular bottle cap comprising a top having a skirt adapted to be crimped on the neck of a bottle, said skirt being provided with pair of circumferentially spaced slits therein forming a separate arcuate portion in skirt, the top of cap being provided with a pair of non-radial, straight score lines extending from the ends of skirt portion inwardly of top and converging relatively toward skirt portion with contiguous ends spaced apart and forming with said skirt portion a crescent-shaped cap portion frangible along said score lines.

**Cleated Plywood Box**, J. W. Ladd, Oak Park, Ill. U.S. 2,709,020, May 24. A cleated plywood box comprising a first pair of opposed side members, each including a plywood panel and a cleat secured at each end edge of the panel on the inside thereof and extending beyond the side edges; a second pair of opposed side members, each including a plywood panel and a cleat secured at each side edge of the panel on the inside thereof, and a pair of opposed end members each including a plywood panel and a block secured at each of two opposed edges of the panel on the outside thereof and extending over opposed edges and terminating short of the remaining exposed edges.

**Paste Dispenser for the Extrusion of Paste from a Collapsible Tube**, H. L. Royals, Miami, Fla. U.S. 2,709,023, May 24. In a dispensing device for the extrusion of paste from a collapsible tube operatively disposed in downwardly directed suspension therefrom, the combination of an elongated cylindrical shell having a longitudinal passage extending along the frontal periphery thereof for the admission of said tube therethrough.

**Containers**, M. F. Ritchie (to Twin Cities Container Corp., Benton Harbor, Mich.). U.S. 2,709,032, May 24. A container having means for providing good stacking strength, said container being formed from a rectangular sheet of material provided with first score lines comprising three spaced score lines parallel to an edge of sheet and to each other, the second score lines comprising six spaced parallel score lines perpendicular to first score lines and arranged in two groups of three lines.

**Envelope-Blank Feeding Mechanism**, O. P. Welsh (to Parten Machinery Co., Minneapolis, Minn.). U.S. 2,709,081, May 24. An apparatus for feeding envelope blanks from a stack of the blanks comprising means for supporting said stack with the plane of the blanks disposed at an angle with respect to the horizontal, a suction wheel mounted adjacent stack and positioned to contact the outermost envelope in stack at a point near the upper edge of envelope, a suction port in wheel for grasping envelope blank adjacent the upper edge thereof and means for rotating suction wheel in a direction to move the associated envelope blank upwardly away from the stack when blank is engaged by wheel.

**Machine for Making Partitioned Containers**, J. W. Smith (to Battle Creek Packaging Machines, Inc., a corporation of Michigan). U.S. 2,709,399, May 31. In combination with means for feeding a web of multi-ply stock step by step, the inner ply being corrugated transversely of the web, means for scoring the web longitudinally and longitudinally slitting the corrugated ply intermediate certain of the scores, a cutter actuated in timed relation to said feed means for severing the holder blanks from the advancing end of the scored and slit stock.

**Tube-Winding Machine**, K. C. Bugg (to Paramount Paper Tube Corp., Fort Wayne, Ind.). U.S. 2,709,400, May 31. In a tube-winding machine, a mandrel means for supplying tube-forming tape to the mandrel, a pull-off head encircling the mandrel, a motor for rotating the mandrel and head synchronously, pull-off rollers in the head, a second variable-speed motor for rotating the pull-off rollers independently of the rotation of the pull-off head, pull-off rollers being in opposed pairs on opposite sides of the mandrel axis and an adjustable gear connection for jointly adjusting an opposed pair to vary the spacing between rollers and mandrel axis.

**Unitized Package**, W. W. Cushman (to the United States of America as represented by the Secretary of the Army). U.S. 2,709,519, May 31. A unitized moistureproof package comprising a plurality of separate sub-packages arranged in superposed stacked relation and subject to lateral shifting in the stack, first and second flexible rubber-like cover sections of substantial wall thickness engaging over the opposite ends of the stack of sub-packages and having inner open ends terminating near the longitudinal center of the stack.

**Sealed Food Container**, A. E. F. Johnson, C. W. Ensiminger and H. W. Clarke (to Mealpack Corp., Evanston, Ill.). U.S. 2,709,534, May 31. In a device of this type, a pair of complementary hollow body sections arranged to be secured together to provide a sealed compartment adapted for receiving food therein, each of said sections having an outwardly extending rib near the meeting surfaces thereof, the adjacent facing surfaces of ribs diverging outwardly and from each other to define a generally V-shaped groove therebetween when the sections are together.

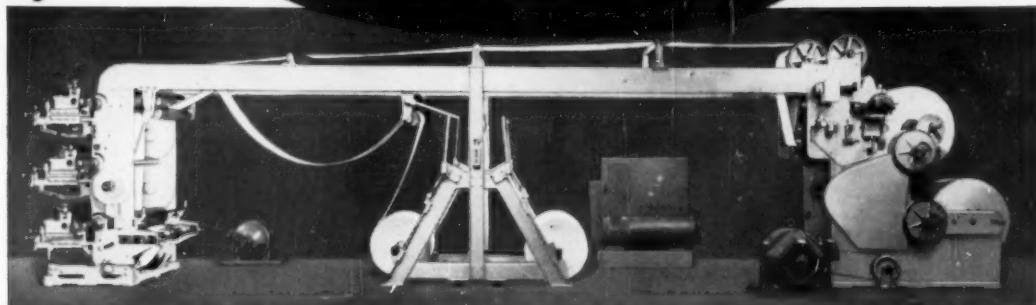
**Paperboard Bottle Carrier Having Full-Depth Transverse Partitions**, R. M. Bergstein (to The Bergstein Packing Trust, Cincinnati, Ohio). U.S. 2,709,535, May 31. In a paperboard bottle carrier including a bottom panel and a central longitudinal partition panel, transverse partition elements overlying said bottom panel and extending inwardly from the opposite end edges thereof, said transverse partition elements being detachably secured to the ends of said bottom panel along lines for severance, glue flaps articulated to the innermost end edges of transverse partition element, said glue flaps being secured to bottom panel intermediate the ends thereof.

**Detergent Dispenser**, J. A. Yeager (to General Aniline & Film Corp., New York, N.Y.). U.S. 2,709,536, May 31. An automatic detergent dispensing device comprising a watertight wedge-shaped receptacle having a hinged cover across the top and attached at its lower apex to a supporting bracket by means of a hinge so that the force of gravity tends to force said receptacle into an inverted position with the cover open.

**Filling Machine**, B. S. Harrington (to Armour & Co., Chicago, Ill.). U.S. 2,709,538, May 31. In a filling machine, the combination of a casing providing a measuring chamber therein and having an open end and a closed end, an outlet passage communicating with the closed end portion of said chamber, said outlet passage being equipped with an outlet check-valve means, an elongated cylindrical plug slidably mounted within said chamber means for reciprocating plug between an outer and inner position arranged so that at least the inner end portion of plug remains within said chamber and the outer end portion is outside of chamber when plug is moved to its outer position.

**Container-Filling Apparatus**, H. A. Swanson, Jr. (to Phillips Petroleum Co., a corporation of Delaware). U.S. 2,709,539, May 31. Apparatus for filling containers with a liquid comprising

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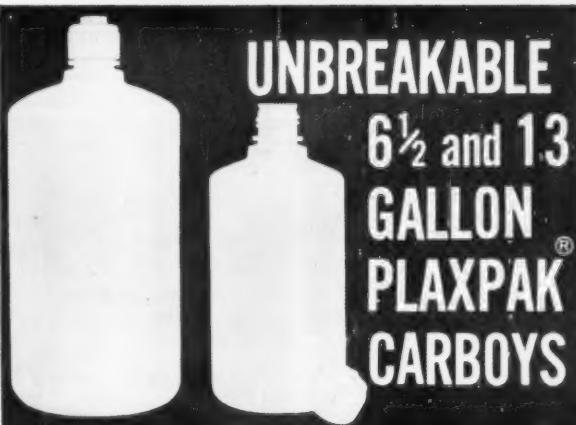
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**U. S. patents digest**

ing, in combination, a support, a filling arm pivotally attached to support and a spout depending from the first end of filling arm, the second end of filling arm being adapted to be connected to a source of liquid.

**Containers**, M. W. Niedringhaus, Ladue, Mo. U.S. 2,709,547, May 31. A collapsible container for forming a self-sustaining and self-retaining enclosure for a stack of household goods, comprising a pallet having rectangular load sustaining floor and a pair of upstanding confining rails at opposite margins of floor, a pair of panel members formed of corrugated paperboard and each divided by parallel fold lines into a center panel and two side panels, side panels being hinged to center panel at the respective fold lines.

**Bellows Folding Machine**, W. J. Foster and J. R. Gretzinger (to General Motors Corp., Detroit, Mich.). U.S. 2,709,950, June 7. In a machine of this type, a horizontal lazy-tong linkage, means to support same for longitudinal movement, horizontal blades attached to horizontal linkage and a vertical lazy-tong linkage with means to support same for longitudinal sliding movement, vertical folding blades attached to vertical linkage, and horizontal and vertical blades being adjacent each other to form angularly related folds in an element.

**Applicator for Applying Pressure-Sealing Material in a Rotary Envelope-Making Machine**, R. E. Skow (to Berkley Machine Co., Kansas City, Mo.). U.S. 2,709,951, June 7. An apparatus for making envelopes of the pressure-seal type including rotary means for forming blanks into envelopes, means for conveying the blanks along rotary forming means and for advancing the formed envelopes in spaced-apart relation with the back sides thereof uppermost and the closure flaps in open position, and means for applying the pressure-sealing material to complementary areas on back and closure flaps of formed envelopes.

**Apparatus for Slitting or Cutting Cardboard and the Like for the Manufacture of Boxes**, (to The Deritend Engineering Co., Ltd., Birmingham, England). U.S. 2,710,061, June 7. Apparatus for slitting or cutting cardboard and like blanks for the manufacture of boxes comprising a frame provided with spaced-apart shafts, a plurality of cutting units slidably supported on frame about shafts, each cutting unit comprising two complementary parts driven by spaced shafts.

**Means for Maintaining Tape in Taut Condition Between a Feed Roll and Stripper Roll**, (to Derby Sealers, Inc., Derby, Conn.). U.S. 2,710,063, June 7. A mechanism for dispensing pressure-sensitive tape comprising a frame, means thereon for supporting a supply roll of tape, a feeding roll rotatably mounted on the frame to which the tacky side of the tape is adapted to adhere, a stripping roll mounted on the frame adjacent the feed roll to strip the tape from the latter by adherence to the stripping roll.

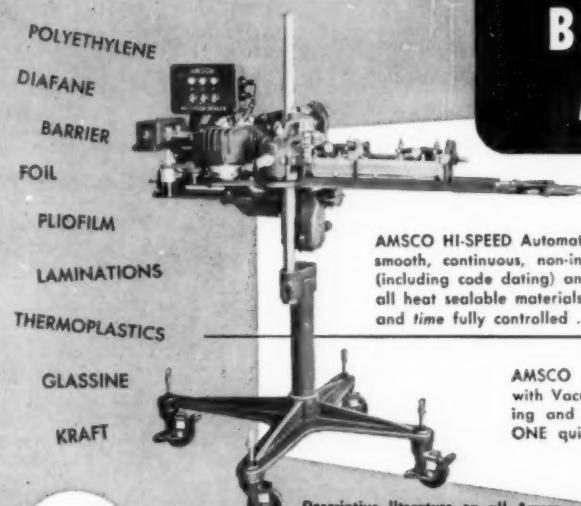
**Pilferproof Hosiery Package**, M. J. Gordon (to Melvin J. Gordon, S. Z. Gordon and N. G. Stone doing business as Manchester Hosiery Mills, Manchester, N. H.). U.S. 2,710,092, June 7. A pilferproof package for hosiery comprising a box having side walls and a bottom, a tray fitting into said box having a bottom and opposing side walls and having a width narrower than the width of the inside of said box, means of securing the tray only in its side walls to the side walls of the box, leaving the other edges of the bottom of the tray spaced from the side walls of the box whereby a pair of hosiery may be wrapped about the tray and held in said package.

**Flatware Tray and Cover**, E. J. Rau (to Container Corp. of America, Chicago, Ill.). U.S. 2,710,094, June 7. A cover member composed from a single integral piece of material such as paperboard and comprising, when cut, scored and folded, a two-ply cover panel, the plies of which are disposed in face-to-face relationship and integrally and directly joined along one edge of such panel, a two-ply hinge panel, each ply of the cover panel along a hinge-forming score line, the hinge-forming score lines being substantially in alignment register with one another for swinging movements of the two plies of the cover panel as a unit relative to the two plies of the hinge panel as a unit, a locking tab projecting from each end of one ply of the hinge panel.

**Multiple Divisible Carton for Bottled Beverages and the Like**, L. P. Greco, Portland, Ore. U.S. 2,710,130, June 7. A composite multiple divisible carton including a pair of rectangular component cartons of the same size and shape, each formed from a scored and cut integral blank, component cartons locked

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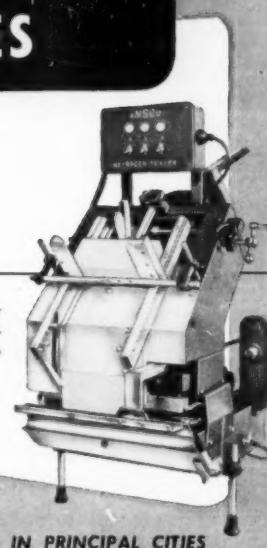
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**U. S. patents digest**

together side by side, means provided by integral blanks for interlocking component cartons, whereby the severing of said locking means will enable each component carton to be handled as a separate carton.

**Shipping Container**, E. F. Repking and P. Wasyluka (to Gaylord Container Corp., St. Louis, Mo.). U.S. 2,710,133, June 7. A relatively shallow, one-piece chick box comprising a bottom panel, a pair of opposing upstanding side walls and a pair of opposing upstanding end walls, side walls each having side-wall tabs at the ends thereof and a side-wall flap hingedly connected to the top margin of side wall adjacent to one end.

**Corrugated Paperboard Box Structure**, L. H. Schroeder and J. Wagner (to Dixie Container Corp., Richmond, Va.). U.S. 2,710,134, June 7. A corrugated paperboard box structure having adjoining side-wall panels and inner and outer end flaps extending, respectively, from each of said panels, said structure having creases running along the joints between adjacent panels and also having creases running along the joints between the panels and the flaps extending, respectively, therefrom.

**Container End-Wall Hand-Hole Reinforcement**, C. W. Gaylord (to Gaylord Container Corp., St. Louis, Mo.). U.S. 2,710,135, June 7. An end wall for a container having a hand hole therein and a reinforcing strip of greater length than said hand hole, the upper longitudinal portion of said strip being secured to the inner face of wall above hand hole from the upper longitudinal edges of strip downwardly to a horizontal line parallel to and in registry with the upper boundary of said hand hole.

**Automatic Partition Assembly Machine**, S. E. Schroeder (to Clinton Foods, Inc., New York, N. Y.). U.S. 2,710,565, June 14. A partition fabricating and assembling machine comprising means for feeding thereto a web of paper or the like, means for slotting the web, means for intermittently feeding the web into slotting means, means for intermittently cutting the slotted web simultaneously into a set of separate partitions and means for discharging the separate partitions, chutes disposed beneath the cutting means for receiving the discharged partitions, conveying means beneath chutes for moving the partitions in spaced relation.

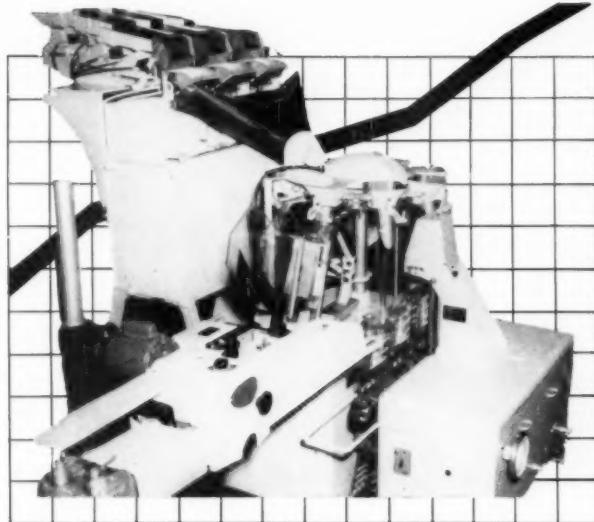
**Machine for Setting up Folding Cartons of Paperboard and the Like**, H. Ahlmeier and W. D. Sherman (to Robert Gair Co., Inc., New York, N. Y.). U.S. 2,710,566, June 14. In a machine for setting up folded cartons, a suction head mounted to swing about a main pivot whose center is offset a substantial distance from the plane of the folded carton and also about a secondary pivot to permit movement of the carton-engaging portion of the suction head in an arc whose center is in the fold line of a carton panel.

**Yarn Package**, L. F. Prossen (to Celanese Corp. of America, New York, N. Y.). U.S. 2,710,689, June 14. A packed carton comprising a plurality of yarn packages arranged in superposed layers, inserts supporting said layers and ridges projecting from the surfaces of inserts and extending normally toward the surfaces of the yarn packages, said ridges having ends engaging the yarn packages and preventing relative movement thereof.

**Method of Sealing Evacuated Containers**, A. I. Slater, Forest Hills, N. Y. U.S. 2,710,713, June 14. The method of evacuating and sealing a container which comprises providing an opening in container, said opening having substantially parallel opposed walls, placing fusible material between the opposed walls of opening and pressing against opposed walls to hold fusible material in place, proving passageways in fusible material leading into container, placing container in a confined space, exerting pressure against opposed walls, evacuating confined space, thereby evacuating container through the passageways about fusible material and heating the area of container adjacent the opposed walls of opening thereby to melt fusible material, permitting the opposed walls to approach each other due to the pressure thereon.

**Stopper Feeding and Applying Machine**, F. C. Worth, Ridgewood, N. Y. U.S. 2,710,714, June 14. In a vial-charging apparatus, a stopper-applying mechanism comprising a vertically swingable member, means operatively connected to the member for sequentially raising and lowering the member toward a vial located therebeneath, additional means connected to the member for yieldingly retaining a stopper relative thereto as the member is lowered to a position for forcing a stopper into the neck of a vial.

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## Dairy products—an industry survey

(This article continued from page 92) of breakfast food. It has provided an opportunity for selling a variety of cottage-cheese products, such as cottage cheese with chives, large curds, California style, etc.

Cottage cheese has been one of the most successful users of novelty containers for special seasonal promotions to build sales, such as decorative glass and aluminum tumblers. And while no figures are available, dairy producers are most enthusiastic about results from these activities and are constantly on the lookout for new promotional ideas in containers that will bring new appeal to the housewife. National Dairy found an interesting approach for Sealtest cottage-cheese promotion a year or so ago by adopting re-use polystyrene mugs promoted with an eye-catching and amusing slogan, "Do you have a mug like this?"

### **Ice cream**

The first big break in ice-cream packaging took place with the development in the early '30s of the "continuous" freezer.<sup>1</sup> For the first time, this permitted processing a continuous flow of ice cream, before it was hardened, that could be filled in semi-soft state directly into cartons. It offered the opportunity for synchronized, fully automatic packaging.

Although development work was started before World War II, machines that would set up the carton, fill and close the package at speeds up to 80 and 90 per minute did not start to make history until 1947. Today, there are at least four different types of ice-cream packaging machines designed to handle the standard No. 2 linerless ice-cream carton, usually designated as the "Philadelphia pint." Certain special units handle  $\frac{1}{2}$ -gal. cartons.

An essential contributing factor was the improved, precision-made, linerless, waxed ice-cream carton made to tolerances that permit high-speed mechanization. Also aiding this development are better types of waxes with resin additives to provide greater moisture protection, to keep the machines running without clogging and to give outside gloss that improves appearance. Research continues on the improvement of cartons both square and round as well as the cylindrical

<sup>1</sup> See "Sealtest Ice Cream," *Packaging's Hall of Fame*, MODERN PACKAGING, Aug., 1952, p. 102.

paper container with metal ends that has gained popularity for larger sizes. There is news of a cylindrical container with polyethylene added to the coating that reportedly reduces flaking of the wax at low temperatures and odor absorption of the fibreboard. Transparent windows in the lids of round ice-cream containers are also gaining favor to show product flavors.

The growth of ice-cream sales in food stores has been one of the outstanding food-merchandising developments of recent years. And the convenient pint, quart and  $\frac{1}{2}$ -gal. packages have been responsible for this growth. The shopper today can pick up ice cream on the one-stop shopping trip as easily as a can of soup or a box of cereal, and store several varieties in the home-freezer compartment to be used when and as she wants it. Curtis Publishing Co. has estimated that 75% of all packaged ice cream is now sold through the food store. Total ice-cream sales today are around 600,000,000 gallons, compared with 5,000,000 gallons at the turn of the century.

The popular pint-size ice-cream carton is still the volume leader, but the last few years have seen a big swing to the large  $\frac{1}{2}$ -gal. size.

Food-store selling of ice cream has been instrumental in the trend to mouth-watering, pictorial color treatments seen on today's packages, plus greater package emphasis on brand names to establish identity among the competitive brands the average market may sell. More attention has been given to flavor designations so that shoppers can distinguish them immediately without glasses. In many cases today, the package carries the appetite appeal which was formerly supplied by back-of-the-counter display material.

Increased attention is being given to the packaging of ice-cream specialties in multiple packs—cones, ice-cream sandwiches, froststicks and molded items. Multiple-unit packs provide enough for the whole family or after-school treats for the kids. And, of course, they mean multiple-unit sales for the retailer. Packages consist of colorful waxed cartons or wraps to meet specific requirements.

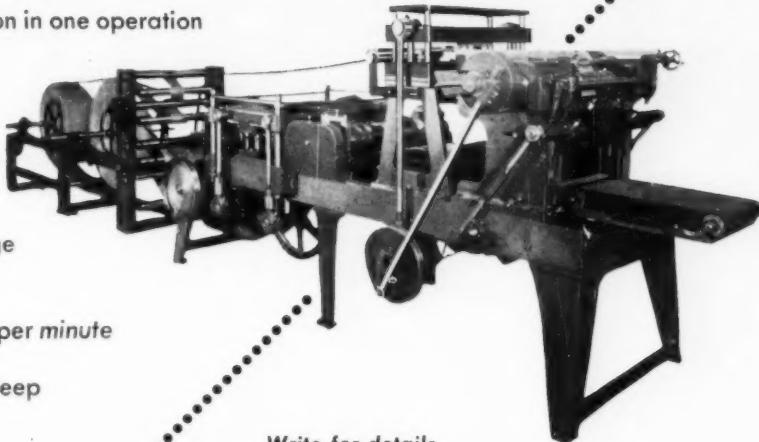
### **Dry milk and cream**

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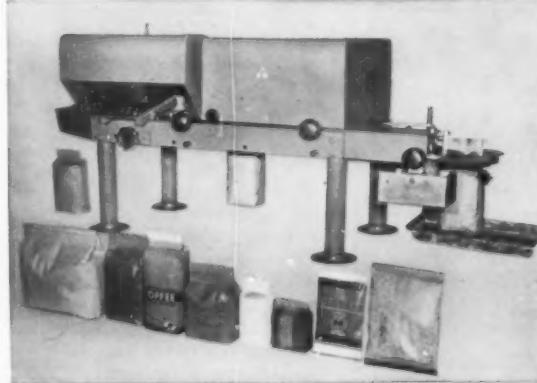
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commercial processing and for export. Only in the last few years have they begun to play an important role in consumer packaging.<sup>10</sup> Originally, interest was stimulated among diet-conscious housewives who wanted the calcium and other food properties of milk without the fat content. Now dry milk appears in most home cupboards and is used for baking and a variety of purposes. Recent new packages of "instant" forms of dry milk, supported by heavy national advertising, are building interest still higher because of their convenience.

The market for dry skimmed milk has reportedly grown in six years from 2 million pounds to 94 million pounds and consumer packages now account for 15% of commercial sales.

The big packaging problems are the prevention of moisture pick-up and sifting, with the additional tough requirement of protection against oxidation of fat content in the case of whole-milk powders. To date there seems to be no distinct trend to any one packaging form. Nevertheless, because of the relatively low cost of the product, packaging costs must be balanced carefully against the desired degree of protection.

Some brands are in cartons with integral inner liners. Others are comprised of several individual, heat-sealed units of cellophane or other films, packaged together in a carton, each heat-sealed envelope containing just enough product to make a quart of milk when reconstituted. Still other brands are in siftproof cartons with tight wraps, marked on the side where they may be cut open for dispensing any desired quantity. At least one brand has an aluminum dispensing spout. Some are in glass containers with screw caps, easy to spoon out and reclose. On the market, too, are certain brands in all-metal cans and some in composite cans with both sealed ends and friction-fit ends.

No matter what type of container is used, the package must do an outstanding selling job, glamorizing an unglamorous product and providing complete directions on how to prepare the product, along with suggested uses.

A significant newcomer in the dry-milk field is the Carnation Co., a long-standing leader for its famous Carnation evaporated milk in cans. Carnation has on the market not only

<sup>10</sup> See "Dry Milk, Problem Child," MODERN PACKAGING, July, 1951, p. 70.

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Use your imagination and you will see your product in a Clearsite Plastic Container. Somewhere within our infinite selection of sizes, shapes, closures and colors, there's the perfect package for you. You'll "save" with feather-light, shatter-proof Clearsite Containers by cutting freight costs and breakage. You'll "sell" with sparkling-bright Clearsite because any trade-mark or label can be multi-color printed right on the container.

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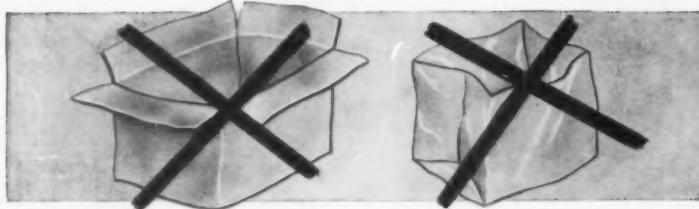


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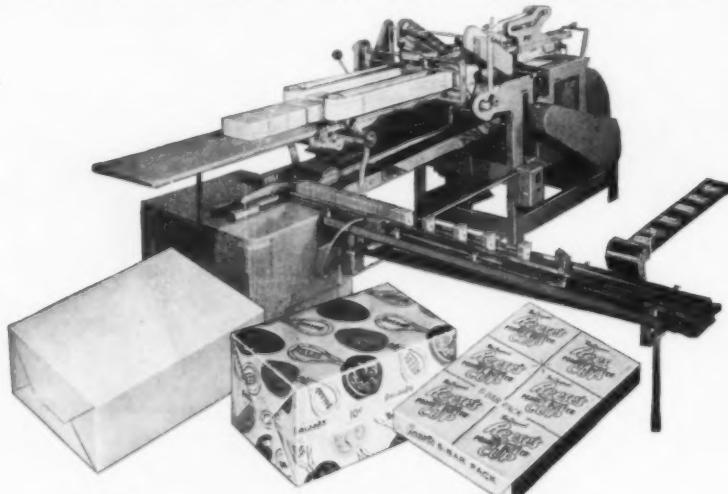
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instant dry-milk non-fat solids in a paper package, but a new instant chocolate-milk product comprised of dry whole milk.

The Carnation cartons are equipped with convenient metal pouring spouts for the easy dispensing of any quantity as desired. Protective inner liner is a laminated aluminum foil and paper combination.

Not to be underestimated in the dry-milk category is the success of powdered-cream products, such as Pream, which, because of convenience and elimination of spoiling, are gaining rapidly. Pream is packaged for home use in glass containers and for institutional use in single-serving, foil-laminated envelopes. Important users are the airlines, particularly on international flights, where obtaining safe, fresh, fluid cream is sometimes a problem.

## In the future

The development of canned whole milk, reported to stay "fresh" for months without refrigeration, due to a method of flash sterilization and new aseptic canning techniques, also may bear watching for its possible impact on all contemporary milk packaging and distribution methods.<sup>11</sup> However, high cost of processing and packaging, plus consumer resistance, are deterring factors to general usage.

This milk differs completely from evaporated or condensed milk in cans, which have been known for years and are completely different types of products made by other methods. The latter are seldom used as a beverage, except in infant formulas and do not have the same taste or flavor of fresh milk.

Canned whole milk is reported to be indistinguishable in flavor and appearance, when chilled, from that currently bought fresh in bottles or cartons.

Should such new processes for preserving milk ever completely revolutionize present marketing practices in the dairy industry, they would never alter one basic fact. In the never-ending struggle to make dairy products more readily available and in more convenient and palatable forms, packaging is the connecting link between the farms where the milk is produced and the homes where the products are consumed. And even more important today, packaging has become the basic merchandising aid to increased sales.

<sup>11</sup> See "Canned Whole Milk," MODERN PACKAGING, Sept., 1953, p. 128.

DOW

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These plastic packages have provided increased and sustained sales in major food stores where visual selling of dairy counter foods is a must.

Perishable, dairy counter foods stay fresh as the day you packed them in protective Styron® containers. Lids are tight-fitting. Styron won't absorb food moisture or odors . . . retains its attractive appearance . . . and it can be

molded to meet your packaging specifications in kitchen-fresh color or crystal clear to put your product on display. Whatever your food product may be, get all the facts on sparkling Styron packaging and your product will get a head start on sales! Write for packaging assistance to Plastics Merchandising Packaging Section, PL 478DD-1, THE DOW CHEMICAL COMPANY, Midland, Michigan.

THE DOW CHEMICAL COMPANY, Plastics Sales Department, PL 478DD-1, Midland, Michigan

Please send me your new "A Catalog of Packages Made of Styron".

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_

*you can depend on DOW PLASTICS*



# p artitions for p rotective p ackaging

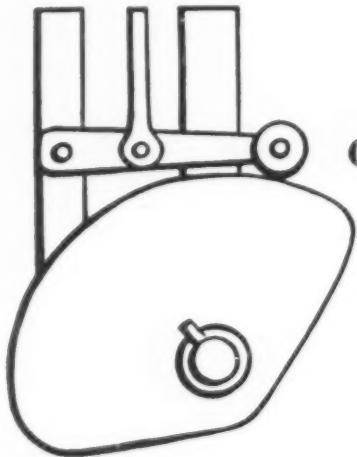


WRITE, PHONE or WIRE  
for QUOTATIONS on  
YOUR REQUIREMENTS

## peter partition corp.

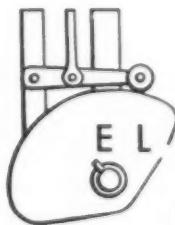
Manufacturers of Cardboard Partitions

19-21 HEYWARD ST. Telephone: TRIangle 5-4033 BROOKLYN 11, N.Y.



### The mark of Cartoning Simplicity

- tuck-o-mat
- convey-o-mat
- printer-coder
- carton closer



**EL BIVANS, Inc.**  
2431 Dallas Street  
Los Angeles 31, California

Dist. by New Jersey Machine Corp., Hoboken, Cincinnati, Chicago, Los Angeles

## Minox wins a place

(This article continued from page 83) white films, 50 exposures are provided per cartridge. Packing of the Minox daylight color film has been changed to one 36-exposure cartridge per box, but until further notice the tungsten color film, for use with artificial lighting, will continue to be supplied in boxes containing two 30-exposure cartridges.

Within the metal containers, each cartridge is wrapped in a black opaque film in the Minox plant prior to shipment. When all exposures are completed, the cartridge is removed from the camera and mailed to the dealer in the cloth bag, with printed tag, supplied in each film carton.

All of the new Minox film cartons are letterpress printed on 22-point white, clay-coated, newsback, folding boxboard stock. Through the use of a correlated design, it was possible to utilize the same set of background color plates for the 12, 25, 50 and 100 ASA black-and-white films, running the background color in a different identifying hue for each type of film.

The black plates, although similar in general design treatment, are not identical since copy changes must be made in the description of each film, which appears on the side panels, and on the ASA numbers. The black plates for these cartons are made so that the word "Minox," which appears on the two principal display panels and on the end tucks, remains open, to be filled in for a reverse treatment when the color plate is run.

The color plates also carry the word "Minox" repeated around three sides of a square at these points, so that the color is overprinted against the black for an unusual treatment, with the additional printing showing up when the light strikes the carton surfaces in the proper way. This effect is made possible through the use of transparent inks on the color plate. The same printing technique is used on the Kodak Tri-X film package, where the metallic bronze ink used on the color plate overprints part of the black plate at four points on the package, lending additional depth and visual interest to the jagged lightning streak which replaces the camera illustration used on most cartons.

As mentioned earlier, three-color printing is employed on the tungsten and daylight Minox color-film cartons. On these two boxes, which incorpo-



*what do you make  
of this?*

*high  
quality  
**pulp,  
board  
and paper***

## EAST TEXAS



**Eastern Sales Office**  
122 East 42nd St., New York City  
Telephone OXFORD 7-2980

*Buy from your Company*

**Evadale, Texas** — Telephone Silsbee, Texas, EVERGREEN 5-3711

**Western Sales Office**  
Telephone RANDolph 6-1068  
1003 Builders Bldg., Chicago, Illinois

# RESINA CAPPERS

a model for every purpose . . . a speed for every need!

## NEW! INNERSEALER

*Tops them all*



Automatic innerseal machine for selecting and applying standard innerseals to various types and sizes of tin cans as commonly used in the oil industry.

Capacity: 60-120 per minute.  
Seals from  $\frac{7}{8}$ " to  $1\frac{1}{2}$ ".

### AND SPECIAL MACHINERY

Agents in principal cities throughout the United States and Canada.

Write for descriptive literature

**RESINA**  
**AUTOMATIC MACHINERY CO., INC.**

Brooklyn 31, New York

rate the same design treatment, magenta and turquoise are the colors used in combination with black. The black is similarly disposed on both cartons, with the other two hues interchanged so that each type of film can be immediately identified by the clerk or prospective purchaser. On these cartons also, the principal background color overprints the black on the top and bottom display panels to repeat the word "Minox" around the line illustration of the camera.

CREDITS: Cartons designed by Herbert Baker and Fleming Brown, 737 N. Michigan Ave., Chicago 11, and produced by Ace Carton Corp., 5800 W. 51 St., Chicago 38.

## Fast-moving pipes

(This article continued from page 85) the pocket"—and its "Young Men's Pipe Department" are designed to appeal to young pipe smokers. Dollar pipes have been sold successfully in jumble-display cartons, printed in eye-catching firemen's red with white lettering. The company also uses carded displays for pipe accessories, such as Brush-Type Filters, Filter-Plus Boles, etc.

A highly successful packaging venture was a recent Yellow-Bole pipe and slipper set, which had wide appeal as a related gift set, packaged in a specially shaped acetate and paperboard container.

The company still uses the jewelry-type velvet-covered, satin-lined cases for high-priced lines, but the volume of its business today is in the more popular-priced, see-through packaged lines, paced with today's retail selling practices. And no package detail is being overlooked to meet the requirements of a high-powered, up-to-the-minute merchandising program.

CREDITS: Kaywoodie Standard and Super Grain sleeve cartons by Guilford Folding Box Co., Haven St. & Ashland Ave., Baltimore, Md. Kaywoodie White Briar cartons by The Bradley & Gilbert Co., 650 S. Seventh St., Louisville 3, Ky. Standard and Super Grain picture-frame displays designed and constructed by Arvey Corp., 3462 Kimball Ave., Chicago 18. White Briar picture-frame display by P. O. P. Displays, 34 & Bradley Ave., Long Island City, N. Y. All acetate laminations by Arvey Corp., using Celanese acetate. Yellow-Bole window cartons and displays by United Board & Carton Corp., 2 Park Ave., New York 16. Pipe and slipper package by Acetate Box Co., 259 Green St., Brooklyn. Designs by Design Associates, Ltd., 1 E. 53 St., New York.

# TWO BIG PLUSSES

STRONGEST YOU CAN GET

"STAY-PUT" PRINTING

## Durethane POLYETHYLENE FILM

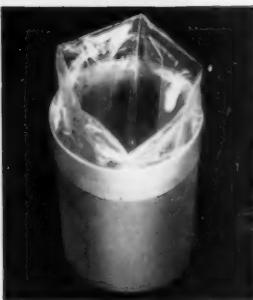


PROTECTION for your products — the most positive you can get — is the prime feature in any packaging. Tough Polyethylene Film offers that positive protection — and the strongest Polyethylene Film you can get is made by DURETHENE. It's been developed especially to give extra protection at every stage of package life, in packing, in transit, in the marketplace.

And new manufacturing techniques backed up by the most rigid production controls in our two ultramodern plants hold DURETHENE Film *true-to-gauge* throughout every roll, to give you assurance of smooth production and sure sealing.

But better protection is not the only plus-value you get when you specify DURETHENE Film. At last you can count on really permanent printing — because three years of research have resulted in DURETHENE's Permatreated ION-FILM, which will give you brilliant, clean printing that "stays put" during the whole life of your package, without offset, flaking or rubbing off.

Leading converters everywhere can give you good service on bags made from stronger, better-printing DURETHENE Polyethylene Film; and a full range of sizes, gauges, colors is also available for all wrapping requirements. Don't settle for less than the finest Film you can get — specify DURETHENE! And send for samples, and the names of DURETHENE Converters near you.



CHICAGO



LOS ANGELES

Durethane  
CORPORATION.....



Manufacturers of Polyethylene Film  
for Converters

1859 SOUTH 55th AVE., CHICAGO 30, ILL. • OLYMPIC 2-1600

WEST COAST FACTORY: 5400 W. ARBOR VITAE ST., LOS ANGELES 45, CALIF. • OREGON 8-4967  
NEW YORK OFFICE: 175 FIFTH AVE., NEW YORK 10, N. Y. • OREGON 3-2417

Sales Offices in  
Principled Cities

**the modern way to sell more—  
SHOW your product in your package**

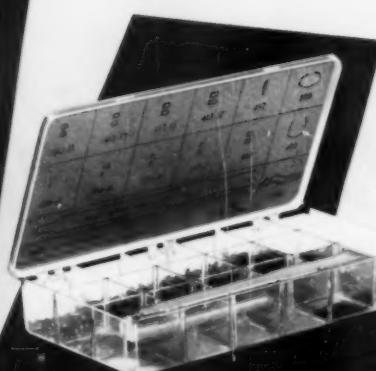
# VLCHEK PLASTIC BOXES



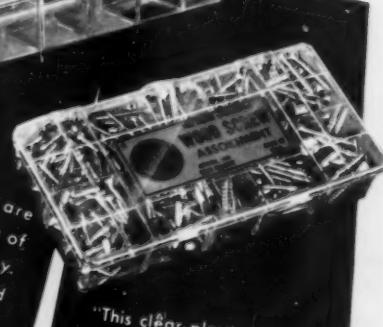
By packaging an assortment of five fast-selling stove bolts and nuts in Vlchek Plastic Boxes, a prominent manufacturer enables hardware dealers to display and sell these products quickly and easily, and get larger unit sales.



By packaging sets of metal working drills in clear-cover attractive Vlchek Plastic Boxes, one of the nation's largest producers of drills and cutting tools is enjoying added hardware store sales.



Vlchek Plastic Boxes are key display sales tools of a well known company. Parts for locks are packed in these individually sectioned containers for easy viewing of contents.



"This clear plastic box by Vlchek makes the ideal container for our wood screws," writes a leading maker. "It serves both as package and point-of-sale display."

Good products will move faster if they're displayed better. That's why Vlchek's long list of users includes scores of well known manufacturers. There's a Vlchek Plastic Box for every application: food, cosmetics, hardware—even soft goods. Our packaging specialists are always at your service.

your first step to more sales: write us today.



## Advertising & package

(This article continued from page 73)  
be effective as in-store promotional devices.

Premium offers can be a built-in part of the package<sup>3</sup> and packaging can be utilized to call attention to many other sorts of special deals and combination offers.

All these things are in the advertising-man's mind when a packaging decision is to be made. The packaging department, he feels can make his job easier by adopting designs that will have the same hard-hitting effect when adapted to the different media, which may vary widely in size, technique and location. He can make full use of special trademarks, advertising "characters" and other devices that can be shifted easily from one medium to another and still be recognizable.

• Does the label convince? An advertising-agency executive has this to relate about the importance of label copy. In a supermarket, he saw a housewife pick up a package of a well-known detergent and carefully digest every word on both back and front. Curiosity aroused, he asked her what she was doing. "I was interested in their ads on television," she said, "so I thought I'd see what they had to say on the package." Only what the company actually said there, apparently, was what she felt she could really believe.

Consumers today are aware, too, that the laws regarding truth and accuracy of statements on package labels are much stricter than those applying to advertising.

As we have shown, the amount and type of information that should be carried on a package's label are matters of some dispute. But for certain types of products there seems to be little room for argument.

When a new item is first placed on the market, it is certainly asking too much to require advertising to carry the full load of introducing it to the public. The package itself must do a good job of telling exactly what the product is and what it can do.

Recipes, too, are almost universally used on the outside of food packages to give a consumer a new, last-minute reason why she should buy that particular product on that particular day. These recipes and other "service" copy

<sup>3</sup> See "This Package Sings," MODERN PACKAGING, Nov., 1954, p. 132.

# Important News for the Packaging Industry

We are pleased to announce that we have installed new coating and laminating equipment capable of producing roll or sheet widths up to 54 inches, gauges from .00025 up.

Orders will be accepted for laminating almost anything to anything!—Foil to plastic or paper, plastic to plastic, polyethylene to cellophane, vinyl to cloth, etc. Among the infinite number of coating operations that can be performed are to coat plastic and foil with heat-sealing adhesives.

This completely modern, high speed equipment achieves an economy of production that will amaze you.

Let us quote to your specifications.

**GOMAR**  
MANUFACTURING COMPANY

79 Paris St., Newark 5, N. J. MARKET 3-1967

# Protection

for Packaged Meats...

Swift's  
Premium  
BACON

et Smoke Taste

Meat products require special protective packaging because of their moisture and animal fat contents. These elements help give them their delicious flavor. Preserving these qualities in transport and display is an easy job for Rhinelander glassine and greaseproof papers.



## Low Cost

Glassine and Greaseproof Papers.

The clean, attractive appearance of glassine and greaseproof and their excellent printability aid in the sale of such products, too, by enhancing the appearance of the package. Let us show you how Rhinelander Papers can solve your meat packaging problems economically.



**RHINELANDER**  
Paper Company • Rhinelander, Wisconsin

may be designed to repeat and reinforce those featured in the company's advertising, or they may be entirely different ones. General Foods sometimes uses both techniques: one recipe is given prominent attention in an ad; this and five others are alternated on the packages in one 24-carton case.

Another way in which advertising and the package itself can be closely tied together is to use the surface of the carton for a repeat performance of the same advertising motif or theme used in conventional media. Says Howard Ketcham, New York package designer, of this technique: "The customer whose interest is stimulated by an advertisement is more likely to buy on impulse when she sees a virtual reproduction of the ad on the package."<sup>4</sup>

In addition to these specialized cases, even the most basic label copy must be closely coordinated with advertising. Few things can be more embarrassing to a manufacturer than to have uses or directions for a product as marked on a package label appear different from those outlined in an advertisement. Close cooperation between all a company's departments and between client and advertising agency and package designer can avoid any such unfortunate mishaps.

• **Is the package distinctive?** First of all, people concerned with advertising want a package that immediately bespeaks quality, for even the best advertisement cannot build a quality story around an unattractive package. Says one advertising man, "An attractive package gives an ad, more than anything else, that 'halo' effect we are always looking for."

But the advertising man's viewpoint embraces something besides attractiveness. He also wants a package that is *distinctly different* from its fellows on the shelf—that can be quickly and unmistakably identified as to brand and contents. A typical comment: "The color, layout, trademark and brand name on a package are keys to recognition and memory value, and help consumers identify our products in a flash." (Charles Wiggin, General Foods.) And a "flash" is often all a consumer gets of a product in a store today!

Family resemblance of a number of different products from the same manufacturer is also very important,

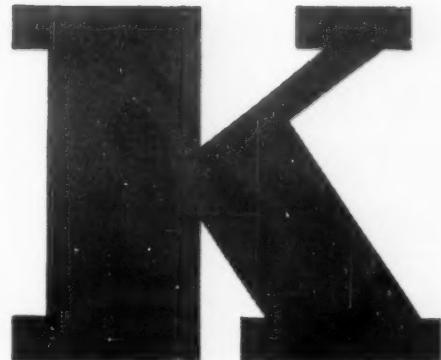
<sup>4</sup> See "Closer Tie-Up for Ads and Packages," Printers' Ink, April 1, 1955, p. 54.

# Packaging

PAPER • PAPER BOARD



CELLOPHANE • FOIL



POLYETHYLENE • VINYL



Sinclair and Valentine Co.

Main office & factory: 611 West 129th St., New York 27, N. Y.

OVER 35 BRANCHES PROVIDE SERVICE FROM COAST TO COAST

AUGUST 1955

179



## Sales Rise With Oneida

Oneida creates a *showcase* for your product—not just a package, but a super point-of-salesman—a package that dramatizes, protects, reaches out and sells your merchandise. Check Oneida today.



Oneida  
PAPER PRODUCTS, INC.

10 Clifton Boulevard, Clifton, New Jersey  
Los Angeles, Calif. • Baltimore, Md. • Centralia, Ill.

CONVERTERS and COLOR PRINTERS of Quality Packaging from:  
Glassine, Cellophane, Polyethylene, Vinyl, Parchment, Sulphite, Foil, Kraft, Waxed, Coated and Laminated Materials.

Glassine, Cellophane, Polyethylene, Vinyl, Parchment, Sulphite, Foil, Kraft, Waxed, Coated and Laminated Materials.

**"This machine cut labor cost and glue cost substantially"**

So writes Dumont Enterprises, contract packagers from Englewood, N.J. And not only do they get a quality package where quality counts, but the savings alone will pay for the machine well within one year.

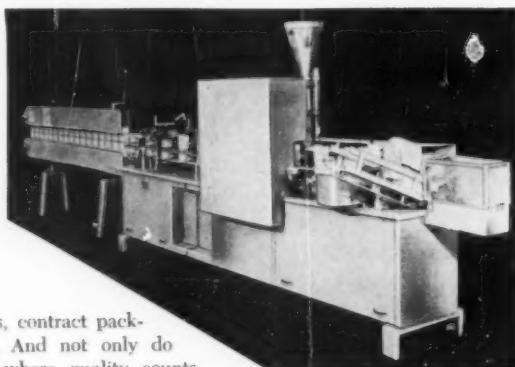
The new design of the Rex Packaging machines uses a unique vacuum-feed system that permits cartoning speeds from 20 to 180 per minute, and handles a carton ranging from  $\frac{3}{4}$ " x 1" x  $1\frac{1}{2}$ " up to  $2\frac{1}{2}$ " x 6" x 8". Both ends glue or bottom glue and top tuck.

The cartoner can easily be equipped with volumetric or weighing filling equipment to provide a fully automatic packaging cycle. It's ideal for short or long runs . . . handles almost any packaged item, either bulk or free-flowing.

You can get complete details by writing for free illustrated literature. Write today and tell us your problem.

**REX** PACKAGING MACHINE CO.

41 Washington Ave., Elizabeth, N.J. • Montreal • Boston • Phila.



The Rex Vertical Cartoner complete with automatic filling equipment.



A few of the famous brands using Rex Cartoning machines.

a number of advertising people feel. For in this way the advertising for any one of the brands can help the sales of other members of the family, even though they may be unadvertised.

No package, just as no product, stands alone. There is always competition to be considered. No package can be finally evaluated until you know how it is going to look standing next to a large number of competing brands.

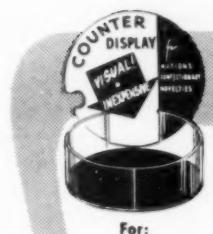
E. B. Weiss, well-known marketing expert, suggests that all companies and their advertising agencies maintain permanent displays of their packages alongside all their competitors' packages as constant reminders of the battles that must be fought to win preference in the retail store.

- When is it time for a change? We come, finally, to the perennial question of when a new package should be developed and introduced.

Should a change be made merely for the sake of change? Some package designers feel that it should. Jim Nash says, for instance, that "packages are being changed on practically a continuous basis, because of the growing realization of their advertising value at the point of sale." Egmont Arens states, "We have no trouble picking out magazines on the newsstands, even though they change their covers every week. So, too, with packaging. Change creates interest and excitement."

It might be thought that advertising men, always looking for a new "gimmick," would go along with this thinking. But the more thoughtful among them are inclined to take a more conservative point of view. Changes are expensive and involve complicated questions of timing. And many feel that only the carefully planned, intensively advertised, long-run packaging change is the one which realizes its full advertising potential.

These, then, are some of the questions which run through the advertising man's mind when he sits down to discuss a packaging development. Particularly, they are the questions being considered by advertising men with long experience in self service, in television, in all the other dynamic facets of today's marketing. For all packagers, especially those who are just getting their feet wet in self service, they are important questions to listen to and to consider.



For:  
Confectionery  
Notions  
Novelties  
etc.



For:  
Cosmetics  
Toys, Christmas  
Novelties  
etc.

## THINK OF— **CELLUBOX**

### TRANSPARENT ROUND BOXES

Get a new slant on your packaging with CELLUBOX transparent round boxes. Amazingly versatile . . . practical . . . inexpensive. Available with cardboard or transparent tops . . . beautifully printed in any number of colors.

Cardboard or metal bottoms.

Send a sample of your product. We'll show you how attractive it looks CELLUBOXed. No obligation!



For:  
Pajamas  
Underwear  
Lingerie  
etc.

**AMERICAN CELLUBOX CORP.**

27-03 Bridge Plaza North Long Island City, N. Y.

IN NEW YORK CITY SEPT. 20-22  
AT THE KINGSBIDGE ARMORY!



INDUSTRIAL  
PACKAGING  
&  
MATERIALS  
HANDLING  
Exposition

A "decade of progress" in packaging and materials handling. Equipment — materials — techniques.

Competition—National Championship awards for technological improvements in packaging and handling.

Short Course—Outstanding technical program offered in cooperation with New York University.

Society of Industrial Packaging and Materials Handling Engineers — 111 West Jackson — Chicago 4, Illinois.

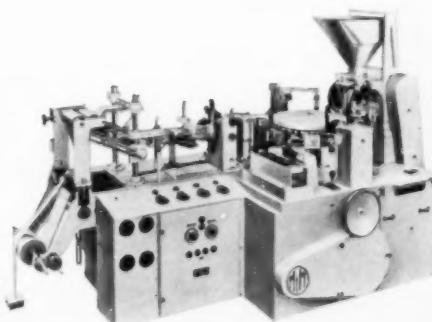
AUGUST 1955



### Fully-automatic Portion Packaging Machine

for filling various products in flat packages of self-adhesive cellulosic film, heat-sealing foils and special papers, according to nature of product being filled. Uses electric scales or special dosing apparatuses, if desired, with photoelectric centering or print.

Please write for our catalogues and technical advice for your particular requirements.



(Manufactured in West Germany)

**INDUSTRIE-WERKE KARLSRUHE**  
Aktiengesellschaft/KARLSRUHE

MIM—PACKAGING: HYGIENIC • ACCURATE • EYE-APPEALING • INEXPENSIVE •

**H. P. Smith**  
Develops and Produces

**FUNCTIONAL**

FOR CONVERTERS AND DIRECT USERS

**MATERIALS**  
with  
Protective Do-the-Job  
Properties

as a result of  
more than 50 years of  
building barrier constructions

H. P. Smith knows the needs  
of those who convert  
protective packaging materials  
to meet particular requirements

PAPER • FOIL • POLYETHYLENE • FABRICS • BOARD

when "uses" demand such Functional Properties as: Wet-Strength; Greaseproofness; Moldability; Waterproofness; Gas, Vapor, Odor, Chemical Resistance; Heat-Sealability . . . or any combination . . .

HPS is equipped and qualified to produce by any one or any combination of methods

PLASTIC COATING • LAMINATING • OILING • WAXING • REINFORCING

Put this HPS Barrier Construction

Experience to work for you when you need one or a combination of Functional Properties

in your Protective Materials. Now, or when the problem arises let us outline our services.

No obligation.

Phone or Write for Samples and Specific Data

**H.P.Smith**

**PIONEERS IN DEVELOPING AND PRODUCING**

**PROTECTIVE PACKAGING MATERIALS**

5009 W. SIXTY-SIXTH STREET • CHICAGO 38 • PORTSMOUTH 7-8000

## Cooper's coordinates

(This article continued from page 110) for the Style 8823 shirt. Selling copy on the "contoured tail" feature of the shirt receives prominent display on the back of the package and is reinforced by means of two line drawings. The Style 1711 and other packaged T-shirts are now using the same type of wrap, with a suitable illustration in the lower right-hand portion.

Utilizing an attractive light blue in combination with black and white, the set-up boxes in which Cooper's sports shirts are shipped to retail outlets, and from which they are sold, follow the new modern design theme for unmistakable family relationship to other items in the line. The printed "fact tag" folders used on the shirts have also been redesigned along similar lines for a cleaner look and greater prominence to the Cooper name.

### Stretch-sock folder

From the functional standpoint, one of the most interesting units in Cooper's new packaging program is the special type of printed paperboard folder developed for use with the company's Unisize stretch nylon hosiery. Considerable investigation and experimentation preceded the adoption of this unusual package, which was intended to overcome certain problems associated with this new type of merchandise.

It is estimated that approximately 65% of all men's hosiery now sold is of the "stretchable" type—and the percentage is growing fast. When this type of hosiery is not packaged, or used only in conjunction with a rider or label (as previously done by Cooper's), it looks very small. Also, due to the contracted condition of the fabric, it is difficult for the purchaser to visualize how the pattern will appear when the sock is put on the foot.

In working out an improved type of package for this line of merchandise, Cooper's proceeded on the premise that since stretchable hosiery is no longer a mere novelty, it should not be packaged as such, in miniature boxes or other packages leaning heavily on the contraction feature. Instead, the company and its design agency felt that the package used should display the socks to maximum advantage and aid the customer in studying colors and patterns.

The new folder meets these requirements admirably. It is so designed that

# World's Strongest Tape?

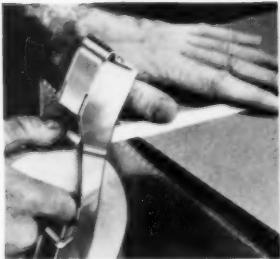
Even wrestler "Hard-Boiled" Haggerty can't break it!



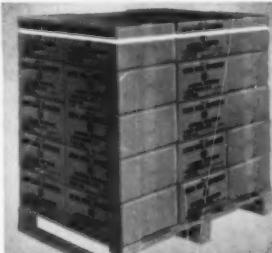
"SCOTCH" Brand Filament Tape—super-strong, amazingly shock resistant. Thousands of filaments embedded in the pressure-sensitive adhesive give it up to 500 lbs. tensile strength per inch of tape width. New exclusive "mirror-surface" adhesive gives 100% tape contact; *puts all the tape strength to work*. We'll be glad to send at your request complete information on how you can use it for materials handling and heavy duty packaging. *Always specify "SCOTCH" Brand, the quality tape—and stick with it!*



## Look what you can do with it!



**REINFORCE** shipping cartons with short strips of "SCOTCH" Brand Filament Tape from convenient hand dispenser. Same tape strip that holds carton closed also strengthens score lines.



**PALLETIZE** cartons, drums, etc. to prevent shifting or sliding with simple layer wraps of "SCOTCH" Filament Tape. Super-strong tape is one of your handiest tools for materials handling!



**WIN** customers' approval with cartons that "zip open" fast. Tear Strips made with "SCOTCH" Filament Tape *inside* container cuts through corrugated neatly, easily . . . without damaging contents.



**SEND** for free folder describing "SCOTCH" Brand Filament Tapes in detail. Gives physical properties, characteristics, use suggestions. Write on your letterhead to Dept. EA-85.

The term "SCOTCH" is a registered trademark of Minnesota Mining and Manufacturing Co., St. Paul 6, Minn. Export Sales Office: 99 Park Ave., New York 16, N.Y. In Canada: P.O. Box 757, London, Ontario.



# CLOSURES

BY **Scott**  
Plastics

**BRING TOP QUALITY  
TO YOUR PRODUCT!**



Standard . . . custom . . . or specially engineered closures in any color, any quantity can be produced to specification by Scott. Each closure meets every exacting requirement of quality

with

**UNIFORM, PRECISE DETAIL . . .**

**NO FLASH . . . and with**

**EVERY THREAD A PERFECT FIT**

to function without binding or wedging. Constant gaging and inspection insures absolute uniformity

and accuracy throughout hundred thousand . . . OR MILLION runs. Investigate Scott's facilities today—discover why America's foremost packagers specify Scott for "top quality".



**Scott**  
Plastics

Write on Company letterhead for standard closure samples and prices.

**410 WINDSOR STREET • HARTFORD 5, CONN.**

it folds around the pair of socks and is further secured at the top by means of an adhesive rider ticket. The manner in which the folder is applied to the folded pair of socks, with one end of the paperboard unit inserted into the outside sock to stretch it to "normal" size, permits the buyer to examine the actual merchandise closely, since no overwrap is used.

In order to obtain more detailed information regarding the sales features of the hosiery, the buyer has only to turn the folder over for the complete story. The folder thus combines excellent display features with a maximum amount of product protection. On the back side, cross-over tabs which hold the ends of the folder in place are secured by means of a short strip of transparent pressure-sensitive tape.

Both the individual Unisize folders and the counter-display carton from which the socks are sold follow the new modern design treatment, using the key color combination of black and bright yellow for this type of merchandise. For shipment to the retail outlet, the folders are banded together in two groups of six each. The counter-display carton, having a die-cut riser which is snapped in place when the unit goes on the counter, holds a dozen pairs of the socks.

CREDITS: Design program by Penson/Tuttle, Inc., 101 E. Ontario St., Chicago 11. Printed cellophane wraps by The Doebekmum Co., 3301 Monroe Ave., Cleveland 13. Box wraps and hose rider tickets by Burgess, Anderson & Tate, Inc., 2501 Deborah Ave., Zion, Ill. "Fact" tags, string and button by Dennison Mfg. Co., 300 Howard St., Framingham, Mass. Cartons by Cornell Paperboard Products Co., 1514 E. Thomas Ave., Milwaukee 1. Unisize hose packages by Old Dominion Box Co., Inc., Lynchburg 1, Va.

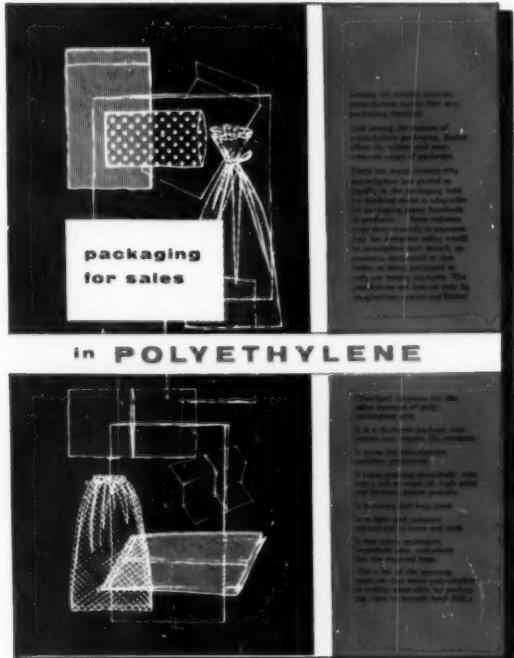
## Rack sales up

Sales of housewares and other non-food items by rack merchandisers in food stores increased 24.8% during the first half of this year, according to a survey of members of the American Rack Merchandisers Institute.

Increases for individual companies ranged from 10 to 100%, with sales being made in 18,000 stores. The ARMI estimates that non-food products, other than health and beauty aids and tobacco, account for 3.5% of gross sales in supermarkets, with housewares now being sold in 87% of the stores, compared with 7% in 1949.

**Take just 3 cents and a few minutes . . .  
It may be worth thousands of dollars to you**

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AUGUST 1955

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Please send folder about  
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**AMERICAN EXCELSIOR CORPORATION**  
1000 N. Halsted St., Chicago 22, Illinois

NATIONWIDE SALES & DISTRIBUTION



### Automatic meat labels

(This article continued from page 95) ment, it is used for labeling wrapped items such as cinnamon rolls.

But no matter how the individual parts are arranged, the new system makes possible several major improvements in the labeling of pre-packaged meat. This process has become simpler in operation; it requires less labor; it provides less chance for human error. And, on top of all this, it permits the company to use a new type of label. Before, a label could be one of two things. If it were a colorful distinctive trademark, the price had to be written in by hand; if the price were printed by machine, the label was nondescript and unexciting. Now, Grand Union can both have its cake and eat it; the new system produces labels that are attractive in appearance, clearly legible and as nearly free of human error as it is possible to make them.

CREDITS: "Valueprint" weighing system by Toledo Scale Co., 1025 Telegraph Rd., Toledo 1, Ohio. Labels by Globe Ticket Co., 112 N. 12 St., Philadelphia 7.

### Parts by the reel

(This article continued from page 101) unit on the belt are designed to facilitate loading into customer machines and for splicing the new belt to the end of an emptying reel.

The expendable 9- and 12-in. reels being used by Allen-Bradley have a 1-in.-diameter core upon which the tape belt is started and octagon-shaped side shields of corrugated fibreboard construction. Their width varies from  $3\frac{1}{2}$  in. for belted  $\frac{1}{2}$ -watt units to  $4\frac{1}{2}$  in. for 2-watt units.

To ready the filled reels for shipment, Allen-Bradley's packaging department merely tapes a paperboard retainer ring around the circumference of the belted unit and then packs the reels in individual cartons. Six such cartons are placed in a master carton for shipment.

On arrival at the electronics plant, an operator places a filled reel on the inserting machine, applies the lead end of the tape belt to the end of the previous belt and starts the machine. From then on until the reel is exhausted, the operation is entirely automatic. The ingenious precision machine simply plucks the individual components off the tape belt, one at a time—like bullets fed into a ma-

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Windows of "Mylar" polyester film keep these "Marcie" and "Donna" dolls good-looking and salable longer. "Mylar" will not shrink and warp the carton.

\*"Mylar" is the registered Du Pont trade-mark for its brand of polyester film.

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our breakage problem  
with window cartons  
of 'Mylar'"**

says A & H Doll Manufacturing Corp.  
New York, New York

"Our use of Du Pont 'Mylar' polyester film for window cartons has proven extremely successful," the A & H Doll Manufacturing Corp. reports. "The high strength of 'Mylar' has solved the problem of breakage in handling and shipping—we can now guarantee that our customers receive our dolls in perfect condition."

Only "Mylar," the strongest of all plastic films, can offer a hard-to-package product these advantages:

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- Long life—no plasticizer to dry out
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The strength of "Mylar" makes possible larger windows or windows where none were possible before. Talk to your carton maker, your Du Pont representative or write: E. I. du Pont de Nemours & Co. (Inc.), Film Department, Wilmington 98, Delaware.

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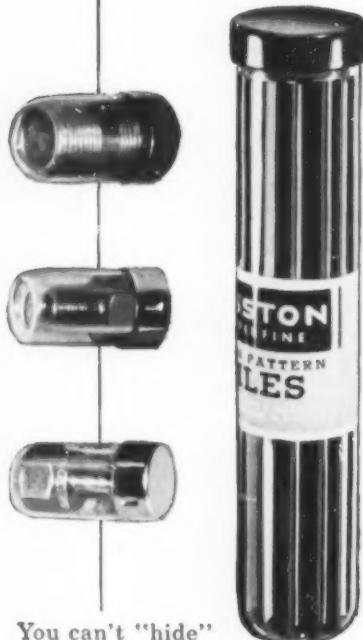


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You can't "hide" your product and expect it to sell in today's competitive market.

With crystal-clear LUSTEROID vials and tubes, your product is packaged for full visibility, saleability and protection.

LUSTEROID is unbreakable yet weighs far less than ordinary containers. This means real savings in handling, packing and shipping. And LUSTEROID is printable so you save money on labeling as well.

Available in all colors in diameters from  $\frac{1}{4}$  to  $1\frac{1}{4}$  inches and lengths up to 6 inches. Cork, slip-on, screw cap, and polyethylene closures.

*Write for samples,  
prices and brochure*

**LUSTEROID**  
Container Company, Inc.

10 West Parker Avenue, Maplewood, New Jersey

chine gun—and automatically inserts and connects them in their correct location on a pre-punched printed circuit panel for whatever product is being assembled.

Reports from the electronics industry say that the reel-pack method has materially increased the production rate on printed-circuit panels and has greatly reduced labor costs. In addition, the availability of the reel feed has been a major factor in the decision of some firms to adopt automation methods over hand methods of circuit assembly. Reports also show that the automatic method of inserting and connecting the components insures uniform and perfect anchoring of the units in each assembled panel.

With today's increased emphasis on automation, the new method of packaging should be of interest to suppliers and users of many similar small parts that do not lend themselves to hopper or magazine feeding into automatic machines. In addition to the electronics field, the developers of the method see a great potential for it in the automotive, aviation and appliance manufacturing industries.

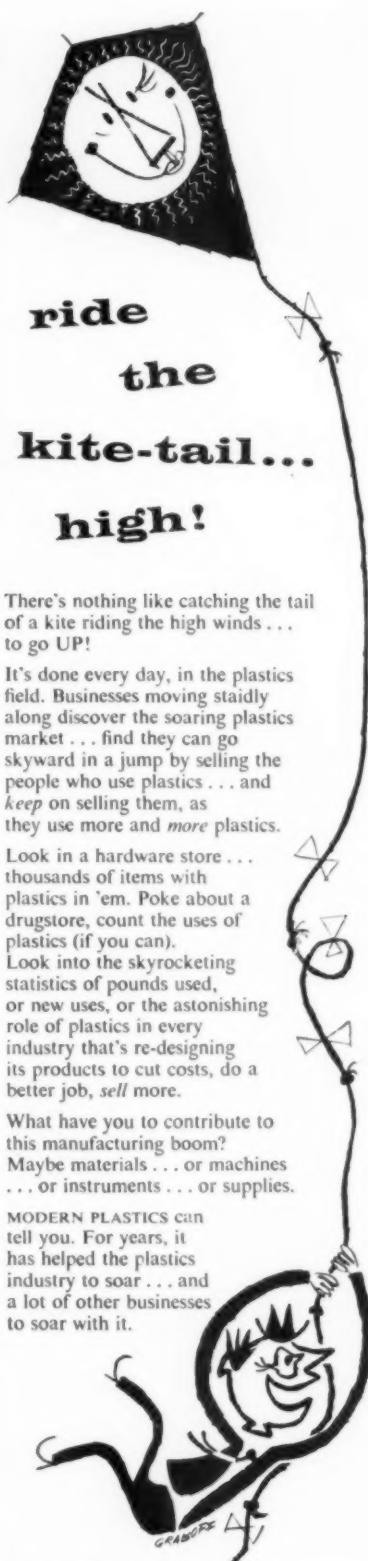
CREDITS: "Scotch" brand filament tape No. 898 by Minnesota Mining & Mfg. Co., 900 Fauquier St., St. Paul 6, Minn. Reel side shields and outside shipping containers by A. Geo. Schulz Co., 433 W. Claybourne St., Milwaukee, Wis. Reel spindles by Presque Isle Paper Products, Inc., 2007 Peninsula Dr., Erie, Pa.

## Bar soaps in foil

(This article continued from page 75) meat-packing firm. Since 1952, when it was first introduced, Wilson has sold its soap known as Creamade in a bright gold foil outer wrapper. Distribution, however, is limited to the Southeast.

Advertised as a deodorant cold-cream soap, Creamade is produced in  $3\frac{1}{2}$ - and  $5\frac{1}{2}$ -oz. sizes. Its wrapper, predominantly gold in color, is printed in black with additional touches of red. The packaging method is very similar to that employed for the new Lux: waxed-paper inner liner, paperboard stiffener and a glued foil-coated paper wrap, all applied on automatic equipment.

Only recently introduced by the J. Eavenson division is a foil wrap for Jesco Pine, a pine-scented soap that is sold in drug and variety stores in the East and Midwest. The former wrap was composed of lithographed paper. Since this product is a very



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Look into the skyrocketing statistics of pounds used, or new uses, or the astonishing role of plastics in every industry that's re-designing its products to cut costs, do a better job, sell more.

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MODERN PACKAGING

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BAG MACHINE**

**Outstanding Machine Of The Industry!**

In an industry whose constantly changing technology paces a seemingly limitless expansion it is noteworthy to consider a machine whose sound basic design has enabled it not only to keep abreast of the evolution of polyethylene bagmaking but to lead that advance!

Basically, the PO-5 was designed for heavy duty work automatically producing extra large bags — drumliners, for example — unobtainable except for slow, costly semi-automatic methods. However, the high operational speeds obtainable plus the low trouble factor experienced immediately projected the possibilities of running smaller bags in multiple widths. Thus before the PO-5 was many months old its simplicity of operation and astonishing versatility had won it the favor of converters everywhere.

Today this great machine with its many new features and attachments offers the maximum in bagmaking technology. Now on its fifth birthday the PO-5 enjoys more than ever the confidence of experienced bagmakers.

- Now the great, new Roto Air Stream method forms giant bags from sheeting with or without center seams.\*
- Attains very high production rates on smaller bags from multiple rolls of tubing.
- Perforations for single or multiple bag operation.

\*without center seams for open-seam garment covers.

**Roto Bag-Holweg** DIVISION  
CONAPAC MACHINE COMPANY  
120 EAST 13th STREET, NEW YORK 3, N.Y.

heavily scented soap, the manufacturer was especially attracted by the improved aroma-retaining properties of aluminum foil, although, for sales appeal, a small amount of the bar's unusual pine odor is deliberately allowed to escape.

In contrast to the other packages on the market, Jesco Pine uses an outer foil wrapper that is silver in color, rather than gold. This is printed in white, green and red. Packaging is done in the same manner as for Creamade.

#### White King

The latest foil-wrapped soap bar to appear is that introduced by White King Soap Co., Los Angeles. This company has re-named a bar, formerly wrapped in conventional paper and known as White King Fine Facial Soap, giving the emphasis now to the words "cold cream," which stand out against a white background on the new wrapper of bright gold-colored aluminum foil. White King has just begun test marketing of the soap in this new package in a few West Coast areas.

CREDITS: Foil wrappers for Lux, Dove, Jesco Pine and White King soaps by Reynolds Metals Co., 2500 S. Third St., Louisville 1, Ky. Wrapper for Creamade by Lancote Div., Arcey Corp., 3462 N. Kimball Ave., Chicago 18. Wrapping machines (Lux, Jesco Pine, Creamade and White King) by Package Machinery Co., East Longmeadow, P. O. Springfield, Mass. Cartoning machine for Dove by R. A. Jones & Co., Inc., P. O. Box 2055, Cincinnati 1, Ohio; wrapping machine by Scandia Mfg. Co., 500 Belleville Turnpike, North Arlington, N. J.

#### Fibre banana box

D. Loi & Son, Inc., New York, is using a new re-usable fibreboard banana box which is said to cost only one-third as much as the conventional wooden box. The fibre is light in weight and will not scratch store floors or produce splinters.

Holding a standard 35-to-40-lb. load of the fruit, the box is designed for shipping and storing and also to act as a retail display unit. It is fabricated from two pieces of die-cut 0.090 weatherproof fibreboard which overlap to form a double bottom and has folding metal handles. The body of the box is tapered outward to permit deep nesting when empty.

CREDIT: Robert Gair Co., Inc., 155 E. 44 St., New York 17.

# STEIGERWALD

## SENSI-STICK

### LABELS

Pressure Sensitive



#### Easy to Apply . . . Sure to Stick!

Gone is the glue pot! Gone is water! Steigerwald Sensi-Stick pressure sensitive labels eliminate forever old-fashioned start-up and clean-up labeling machine jobs.

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Reproduce your present label just as it is on Sensi-Stick or consider a new design with a choice of gold or silver foil; embossed; lustrous papers and sparkling inks to add an extra note of quality to your product. Use Sensi-Stick to show you the way to the world's fastest hand labeling operation.



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- Wraps 100 to 300 Units per minute!
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- Uses all types of modern wrap materials
- Single operator can tend several machines at same time
- Saves materials—no trays or stiffeners, unless desired
- Special automatic feeds, labelers and code daters



## Machinery show set

Plans for a Packaging Machinery & Materials Exposition, to be sponsored by the Packaging Machinery Mfrs. Institute, Inc., have been announced by Tom Miller of the Package Machinery Co., president.

The Cleveland Public Auditorium has been engaged for the first exposition, which is scheduled for Sept. 11-14, 1956. It is stated that the show will be open only to producers of packaging machinery and allied products. Conference sessions are planned.

According to Mr. Miller, PMMI has decided to sponsor its own show (1) to reduce show frequency; (2) to confine participation to "companies who have a real interest in packaging;" (3) to select locations "best suited for our purposes and that will best serve the interests of our customers;" (4) "to better invest our show dollars with a greater return to the individual companies" and (5) to feature the technical aspects of packaging, including automation.

Present plans call for the PMMI show to be held every other year and for locations to be shifted each time.

Materials and allied products considered acceptable as exhibits, according to Mr. Miller, include "pertinent packaging material items used on packaging machines, such as glass containers, cans, adhesives, cartons and wrapping materials." Materials-handling equipment will be excluded.

Mr. Miller states that other associations in the packaging field have "definitely indicated" their intention of supporting the PMMI show.

It is not expected that the new show will materially affect either the annual National Packaging Exposition, sponsored in the spring of each year by the American Management Assn., or the biennial Western Packaging & Materials Handling Exposition, sponsored by Clapp & Poliak, which is scheduled for July 10-12, 1956, in Los Angeles. Of the 70 member companies of PMMI, 48 were among the 382 AMA exhibitors in 1955.

According to Mr. Miller, PMMI members will continue to participate in the National and Western expositions if they wish to do so.

Managers of the PMMI show will be Hanson & Shea, Inc., 1 Gateway Center, Pittsburgh 22. Headquarters of PMMI are 342 Madison, N.Y.C.

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PURE ALUMINUM FOILS

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Packomatic  
FULLY  
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CASE SEALING  
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NO OPERATOR REQUIRED  
ON PACKOMATIC MODEL "D"

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Cases are automatically aligned, flaps opened, glued, closed, sealed in compression unit—then discharged ready for shipment or storage. It is easily changed to other sizes, and is economical to operate. Construction is heavy, mechanism is simple and trouble free. The Model "D" will handle light or heavy corrugated containers or heavy solid fibre.

**Special equipment available in conjunction with model "D"**

- 1) Shipping case imprinter      2) Serial numbering device
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PACKAGING MACHINERY

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New York Chicago Cleveland Boston Baltimore Portland Denver  
Los Angeles San Francisco Seattle New Orleans Tampa

## Insect repellency

(This article continued from page 121)  
creped kraft, although wet-strength resin is needed to give adequate sizing. If a size press is not available, pyrenone can be applied by an off-machine coater, using some modification in the coating formula, which has a deteriorating effect upon rubber-covered applicator rolls.

### Stability of pyrenone coatings

It has been found that pyrenone coatings will lose their effectiveness over a period of time. Tests on rolls of treated paper that have been stored over a year have shown little loss of insecticide. However, the combination of exposure to air and sunlight can cause fairly rapid loss of pyrenone. Despite this adverse effect of air and light on pyrenone, we have found that pyrenone-treated bags were effective for at least six months' storage. A test by an independent laboratory under very severe conditions showed that pyrenone-treated flour bags were effective after nine months of storage, but have lost most of their insect repellency after a year's time.

### Analytical methods

During 1949, St. Regis cooperated with Federal agencies covering description, performance standards and testing methods for insect-resistant multiwall bags. This work led to Amendment 1 of JAN-P-137, the Army-Navy specification for overseas shipment in bags and sacks. In order to determine compliance with this specification, much work has been done with various methods of chemical analysis to check the amount of insecticide present on treated paper.

The best methods to date have shown about plus or minus 20% accuracy in round-robin tests with a number of laboratories. Apparently it is difficult to analyze for small amounts of insecticide, as extraction of the treated paper takes out small amounts of materials that interfere with the accuracy of the colorimetric test.

### Tests with other insecticides

For the most part, our work with insect-repellent coatings has been mainly with pyrenone, since it was proved to be very effective and virtually non-toxic to humans. However, in the last four or five years we have evaluated a large number of other insecticides that were known to be



*for results...*

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Time and again, individuals and companies in the packaging field have found solutions to their difficulties by advertising in the Classified Advertising section of MODERN PACKAGING. Here, the buyer and the seller have a chance to meet, the prospective employer and the prospective employee get an opportunity to look each other over, the manufacturer can shed his surplus materials or buy up someone else's.

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## MODERN PACKAGING

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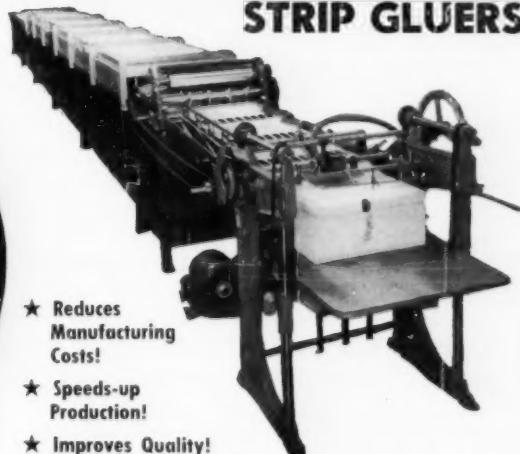
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*Built for dependable service*

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- ★ Speeds-up Production!
- ★ Improves Quality!

Automatically feeds, applies glue, dries and delivers to next station for further processing. Adjustable up to 21" wide.

There is a POTDEVIN for every coating job . . . from 6 inch label pasters to large 46 inch coating machines.



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Designers and manufacturers of equipment for Bag Making,  
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# When it's WET-STRENGTH you want— **Patapar®** has it!

A heavy weight pulled up and down in boiling water is one way to show the incredible wet-strength of Patapar Vegetable Parchment. Patapar won't weaken. It comes through glistening and strong.

## Resists grease, too

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effective against insects in general. The tests included synthetic pyrethrin substitutes, other activators for pyrethrins, DDT, toxaphene, methoxychlor, chlordane and lindane.

The conclusions from laboratory tests were that pyrenone was still the most effective, but that lindane and methoxychlor showed promise as insect-repellent coatings. Based on these results, we applied coatings of pyrenone, piperonyl butoxide, plus allethrin, methoxychlor and lindane on the size press of a paper machine.

The treated papers were fabricated into 50-lb. multiwall flour bags with the coating on the outer surface and the same treatment on the sleeve and sewn ends. The bags were filled with sterilized flour and subjected to extremely severe insect infestation conditions for more than a year at a testing laboratory.

We are not at liberty to give specific test data, but we can say that pyrenone offered the most effective resistance up to about nine months' storage. The lindane and methoxychlor showed toxicity toward the insects over a longer period of time. However, insects were able to go through the needle holes of the treated sewn ends, showing that these insecticides are not so completely effective as pyrenone for sewn-end multiwalls. The greater effectiveness of pyrenone, together with the fact that both lindane and methoxychlor are much more toxic to humans, indicates that pyrenone remains the best-known insecticide for use in insect-repellent coatings for packaging products intended for human or animal consumption.

## References

1. Leman, Arnold J., The Toxicology of the Newer Agricultural Chemicals, *Bulletin of the Assn. of Food & Drug Officials*, July, 1948.
2. Lehman, Arnold J., and Patterson, W. I., F&DA Acceptance Criteria, *MODERN PACKAGING*, 28, No. 5, pp. 115-120, 172, 173, 174 (Jan., 1955).

## Design for the doctor

(This article continued from page 77)  
one or the other product exclusively.

The second new-type physicians' package being introduced by Upjohn is a full-telescoping set-up box, having a simulated wood-grain finish and designed to simulate the appearance of a level, such as used in carpentry work. The similarity of appearance between the package and an actual level

is increased by the use of die-cut openings in the cover through which a vial of the drug product—Reserpoid—may be seen. In addition, three Reserpoid tablets are visible through circular openings in the top of the cover. Sealed in a strip-type package formed of cellophane, they rest on an elevated platform in the base of the package.

This unique construction ties in with the comprehensive, coordinated sales effort being conducted on behalf of this product. Reserpoid's claim is that it makes it possible for the physician to achieve an optimum level of tranquilization for patients who are over-pressed, demoralized or resentful. This theme is epitomized in the phrase, "Tranquility Level with Reserpoid." Actually, a complete family of products is involved, including three tablets—each of a different potency—and a palatable fluid form known as Elixir Reserpoid.

The new package makes it possible for the manufacturer to present all the products simultaneously, so that the doctor sees all forms in the shortest possible time. Also, it eliminates the costly practice of providing the doctor with a separate sample of each product. Finally, the package is so unusual in design and construction that, it is hoped, the doctor will wish to preserve it intact, constituting a reference piece which he is likely to retain until the product and its use become part of his prescribing vocabulary.

In addition to the "level" package, it was considered advisable to furnish the doctor with a quantity of samples. The new 1.0-mg. potency is being introduced at this time, so a small six-tablet sample is provided for this purpose. This catch-book-type sample bears an illustration of the level and the slogan, ". . . level of tranquility." The folder is so designed that, when the doctor distributes the samples to a patient, he tears the unit in half along a perforated line and fills in his instructions on the pack, using a form provided for that purpose.

**CREDITS:** Plastic professional-use containers (Readicillin and Sulfa-Readicillin and Steri-Vial cases) molded by Thomas A. Schutz Co., Inc., 4868 N. Clark St., Chicago. Set-up box for Reserpoid Tranquility Level by Kalamazoo Paper Box Co., Kalamazoo, Mich. Printing and fabrication of folder by Wilkata Folding Box Co., Kearny, N. J. Unit packaging of tablets in cellophane by Ivers-Lee Co., 215 Central Ave., Newark 4, N. J.

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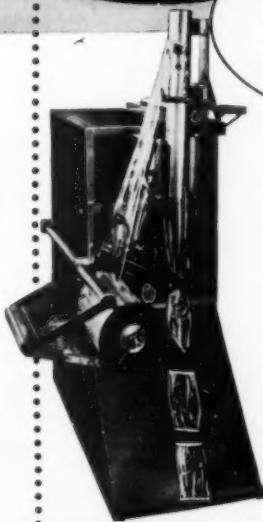
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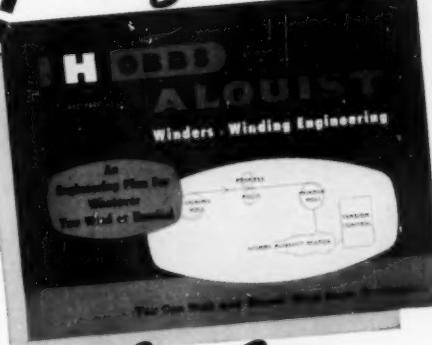
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